



Evolving a Brand's Golf Positioning

Context

Despite being a long-standing partner of the PGA TOUR, and the “beer of golf,” Michelob ULTRA had never been able to consistently break through and connect more deeply with consumers around this key passion point for the brand. As Michelob ULTRA became a higher priority brand within the portfolio, 160over90, the sports agency of record for Anheuser-Busch, was tapped to provide a POV around ULTRA’s current role in golf and help evolve it.

Creative

160over90 delivered a 360-degree strategy that restructured the PGA TOUR deal assets and helped make sure that Michelob ULTRA had a consistent and premium presence across all the key moments in golf. This plan includes an owned hospitality space (The ULTRA club) as well as key hospitality at the US Open, PGA Championship, and more.

On the B2B side, we created an incentive program for AB’s wholesalers when it came to hosting key events, such as the Masters. We also created a Golf Summit for any key stakeholders that touched Michelob ULTRA’s golf presence.

In addition to the above, we restructured how the brand worked with player content from the PGA Tour, using the assets for quick solutions that were grounded in a brand narrative.

