

# Budweiser®

lo lleva al mundial

## ITALIA '90

### “LO LLEVA AL MUNDIAL” PROMOTION

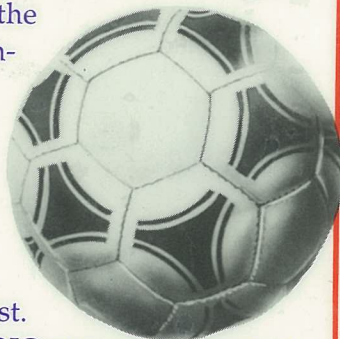
(“Budweiser takes you to the World Cup”)

DATE: On-air promotions, April 26-July 8

On-site activity, May 5-June 10

#### CONTEST RECAP

The on-site portion of this promotion took place over a five-week period during which a great deal of interest and enthusiasm was generated not only among the local soccer league members and fans, but also throughout Chicago's Hispanic community. WOJO 105 FM assisted Budweiser by providing on-air and on-site promotion for the contest.



The Bud Light/WOJO van was present at four different soccer league fields each weekend (two on Saturdays and two on Sundays) to register people to participate. Carlos Rojas de Morelos, popular Budweiser spokesperson, and the Budweiser Chicas distributed and later collected registration forms printed with the Budweiser logo. Budweiser banners were erected around the van.

Each week for five weeks, ten winners were selected on the air to receive Budweiser T-shirts and were notified by WOJO that they were preliminary winners in the contest. Only

the fifty T-shirt winners were qualified to win the Grand Prize, a trip for two to Italy to attend a World Cup Soccer match. The prize included airfare, accommodations at the 4-star Florida of Milan Hotel, \$250 spending money, and World Cup tickets.

On Monday, June 11 at 5:15 p.m., a winner was selected from among the fifty registration forms and the name was announced over the air on WOJO. Roberto Yopez, a young soccer fan, was chosen as the winner, and elected to take his wife Maria with him to Rome courtesy of Budweiser. Maria Yopez answered the phone call from Alberto Augusto, WOJO disc jockey, live on the air. The ecstatic reactions of both Roberto and his wife were broadcast to WOJO listeners and have been used in subsequent promotional messages.