
BUD LIGHT LOOKING FOR NEW CREATIVE IDEAS FROM AD AGENCIES



Bud Light is an international brand and this article highlights how directors are looking into new advertising ideas. With a media expenditure of \$276 million, the chance to work with this company has drawn both large and small companies in order to try and draw up some contracts. Although this may seem like a positive move it shows the decline in the relationship between advertising giant DDB and Bud Light. Bug Light believes this new strategy will accelerate the growth of the company. It has been a tough year so far but Bud Light is still the best-selling beer in the US. Read the full article here: [A-B InBev Seeks Mad Men of Genius for Bud Light](#)

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