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& WEAR PARTS

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Eco-Sport Tiles starring the latest Bud Light Commercial

[Santa Ana, Calif., December 22, 2006](#) - Rubber-Cal's Eco-Sport tiles have appeared in the latest Bud Light TV ad. The funny and zany Bud Light ads are designed for the calorie/ health conscious age group, 20-35 years of age. The new product-focused ads inform viewers that "all light beers are low in carbs." They then encourage carb-watchers to make Bud Light their choice: "Choose on taste" is the tagline. This message is certainly secondary to humor, eye catching special effects, and brilliant marketing sense. Introduced in 1982, Bud Light has grown to become the best-selling beer in the United States and the No. 1 light beer in the world.

Continuing the tradition of the "Real Men of Genius" ads, which have been on radio since 1999, this ad pays homage to the frat-house humor. Since the advertising campaign's debut seven years ago, "Real Men of Genius" and Bud Light have earned plenty of laughs and nearly every major advertising award.

The "Real Men of Genius" series of radio commercials began this witty marketing surge into young viewers' TV tubes. The 30-second spots feature an over-the-top, 1980s-style rock ballad sung by David Bickler, the former lead singer of "Survivor." (You know, the band whose rendition of "Eye of the Tiger" was the anthem of the popular movie "Rocky III.") The campaign originally was called "Real American Heroes," but the name was changed after the terrorist attacks of Sept. 11, 2001.

As to what youth like about alcohol advertisements, Elizabeth Waiters and colleagues (2001) found that adolescents and young adults respond positively to animals, humor, and musical elements featured in television beer advertisements. Hence the Eco-Sport Rubber tiles meet the Bud Light beer bottles, then the dog. In general, all ages enjoy watching humorous commercials for alcoholic beverages (Waiters et al., 2001). Understanding what aspects of alcohol advertisements appeal to youth and whether they are associated with advertising influence would be instrumental. Need less to mention if the ads were not effective, the ad dollars would certainly be driven elsewhere.

Anheuser-Busch Companies wants to be the life of the party, whether with its brews or its theme parks. One of the world's largest brewers, the company is best known for its Budweiser and Bud Light brands, as well as such labels as Busch and Michelob. Its brands lead the US with a market share of just about 50%. Anheuser-Busch also owns a 50% stake in Mexico's top brewer, Grupo Modelo, which makes Corona and Negra Modelo among many other brands. In addition to beer, the company produces energy drinks and non-alcoholic malt beverages. Anheuser-Busch has several operations outside of brewing as well, including its Busch Entertainment theme park business and Metal Container Corporation aluminum can manufacturing arm.

For more details about these products, or for pricing for a specific area, please e-mail us at info@rubbercal.com or call a friendly Rubber-Cal Sales associate or product specialist at (800) 370-9152.

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