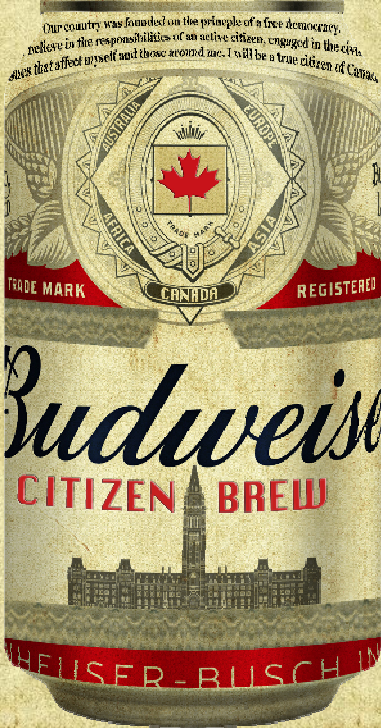



PART ONE: YOUNG MARKETERS 2017 IDEA CONCEPT



BUDWEISER CITIZEN BREW



THE INSIGHT
Young Canadians want to engage in political conversations, but in a world where it's super taboo, they're waiting for someone to make the first move.

THE IDEA
Reframe discussions of "politics" as *acts of good citizenship* with Budweiser Citizen Brew serving as the conversation catalyst.