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## InBev Brahma Beer Case Study

### Challenge

To authentically introduce InBev's premier Brazilian brand Brahma Beer to the United States, with an emphasis on Manhattan, over the 4th of July weekend.

### Solution

Giant Step designed & executed a triple-tiered event strategy over the holiday weekend, targeting tastemakers / early adopters, VIPs & the public.

- Giant Step produced a branded night at a high-profile club featuring Grammy Award winning talent and an A-list audience of invitees from our tastemaker community.
- Giant Step produced an intimate, traditional Brazilian BBQ in Central Park for VIP invitees, giving them an authentic Brahma Beer experience.
- Giant Step produced a branded Central Park SummerStage event featuring Seu Jorge, José González, Alex Cuba Band & more. The free concert was sold out & open to the public, with attendance of 5,000+.

