



TWITCH CUSTOM PROGRAM



▶ BUD LIGHT PUBG Showdown on Twitch:



“HERO” INFLUENCER DUOS

Four top-tier Twitch influencers serve as the faces of the campaign, getting fans pumped while priming other Twitch Broadcasters for the main event in NYC.



CUSTOM COMMERCIALS GET THE WORD OUT

A suite of premium custom spots featuring our “Hero” broadcasters announce the competition.



DIGITAL QUALIFIERS SET THE STAGE

50 teams of Twitch broadcasters compete for the right to head to the main event in NYC.



THE MAIN EVENT @ MSG

The final 32 teams of PUBG duos face off at the big show! Who will walk away with the chicken dinner?



BUD LIGHT + TWITCH

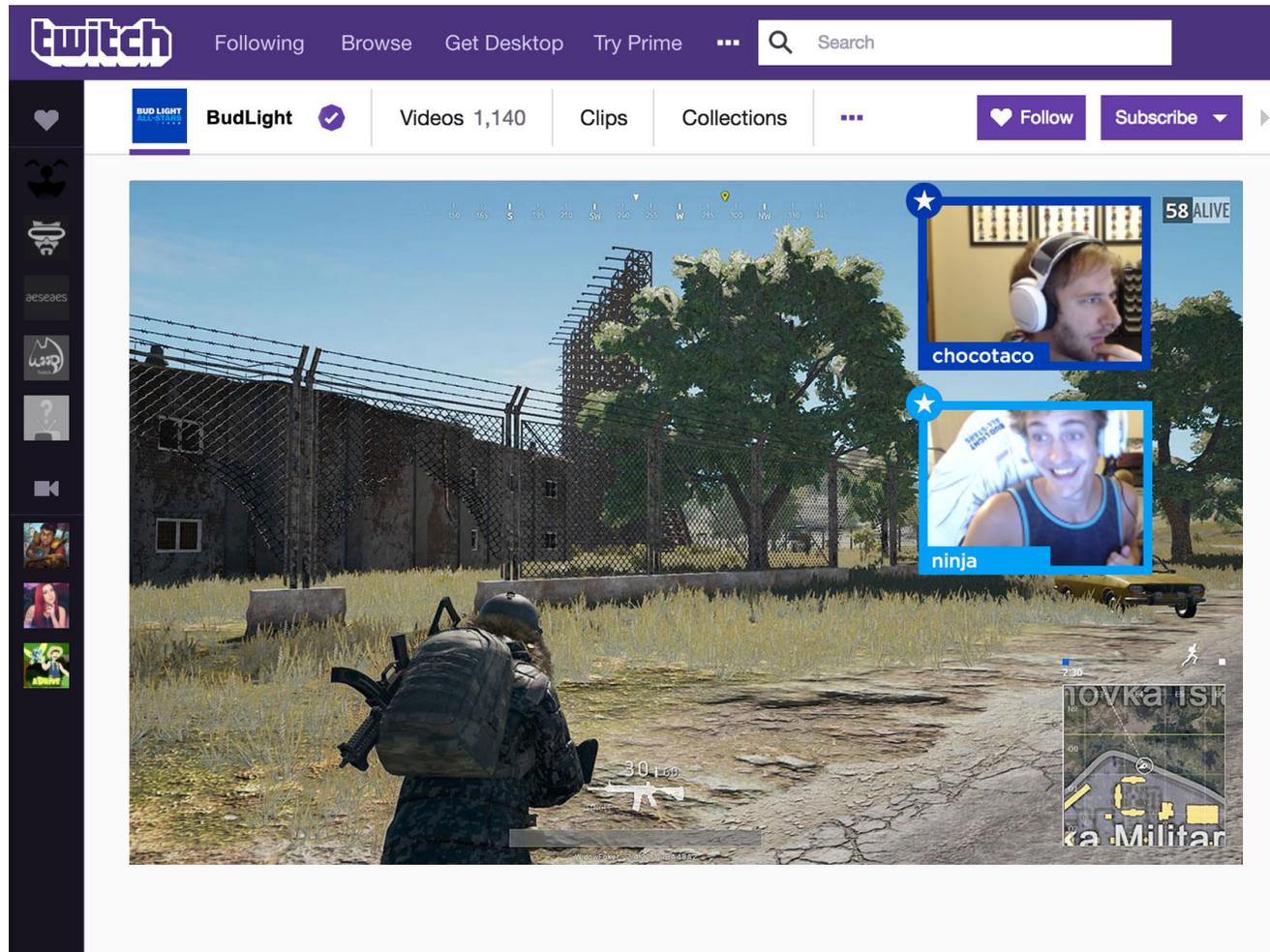


“HERO” Broadcasters Throw the Gauntlet

We'll select [four top-tier influencers teams](#) to be the face of the event on Twitch. They'll each partner up with a real life friend to host regular promotional broadcasts from Bud Light's Twitch channel ensuring awareness for the event, and continued growth for twitch.tv/budlight.



“HERO” Broadcasters Throw the Gauntlet



In regular monthly broadcasts from twitch.tv/budlight, our four hero + friend duos will promote both the qualifying and finals events while getting some practice in, and sharing a few cold ones.

They'll talk about the latest PUBG strategies, size up the competition as the rest of the field of competitors are announced, while also driving ticket sales and hype for the competition.



BUD LIGHT + TWITCH

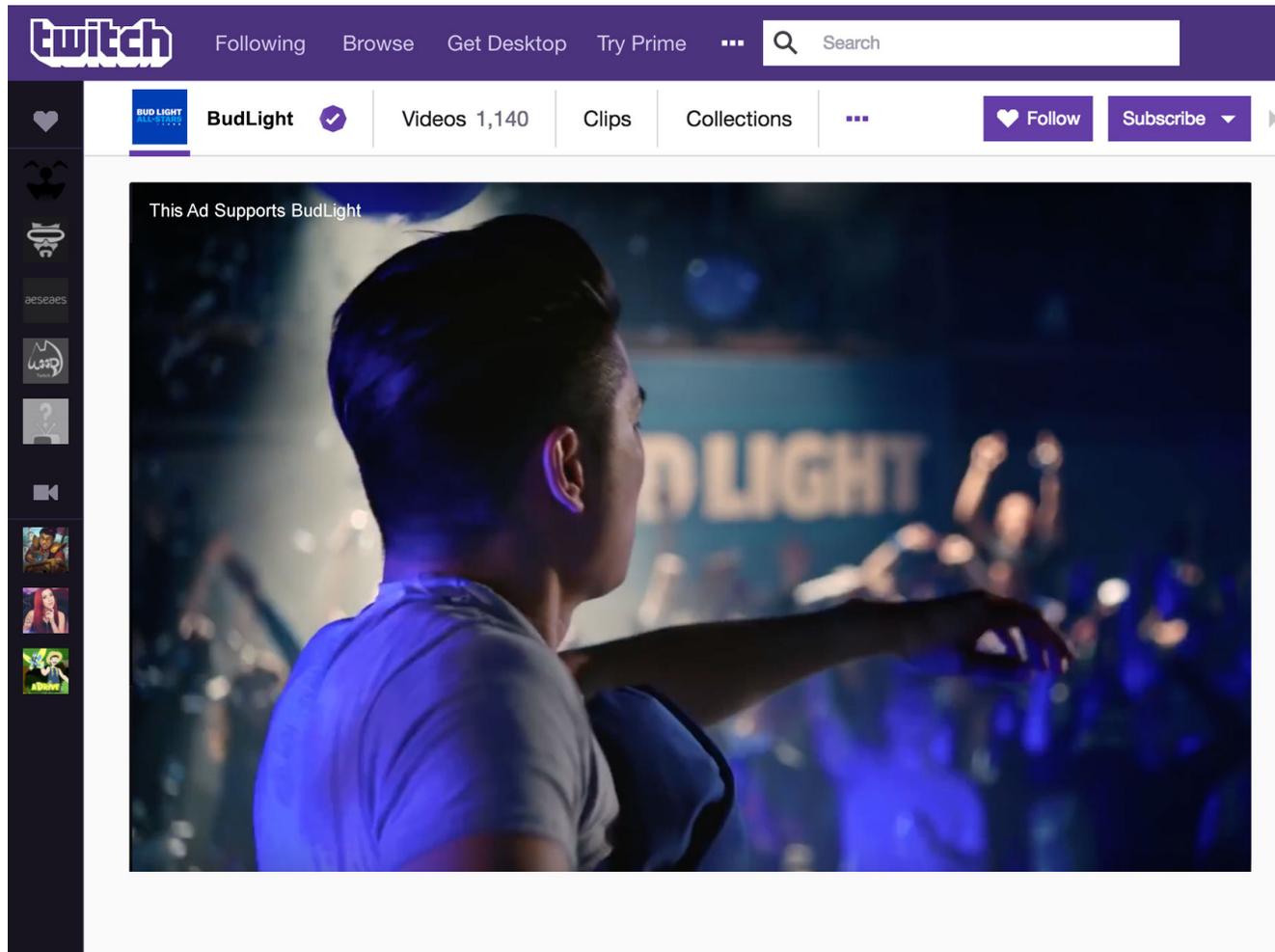


Custom Media Gets the Word Out

Twitch will also produce a suite of custom commercials starring our four "Hero" influencers. These spots are built to supplement the campaign throughout the entire flight.



Custom Media Gets the Word Out



From driving initial awareness of the competition, to final ticket sales pushes, these premium spots are a flexible way to deliver key messages throughout the flight.

Made in partnership with a trusted third party production firm, we'll position Bud Light as an authentic brand among the Twitch audience, and a facilitator of one of the biggest, most buzz worthy competitive gaming events of the year.



Potential “HERO” Influencers

Some of the potential faces starring in custom media, and high profile promotional broadcasts on the twitch.tv/budlight channel:



 **Ninja**

 3,196,691

 758K

 *Fortnite*

A former professional Halo player, Ninja has focused his efforts to take the Battle Royale genre by storm. He brings thousands of viewers in with his utter dominance in Fortnite along with his extremely creative ways of winning.



 **DrDisRespectLIVE**

 1,985,851

 496

 *Variety*

DrDisRespect has quickly become one of the most popular streamers, under the guise of a near-future, unstoppable badass. DrDisRespect destroys his enemies online while throwing in clever quips and hilarious commentary along the way.



Potential “HERO” Influencers

Some of the potential faces starring in custom media, and high profile promotional broadcasts on the twitch.tv/budlight channel:

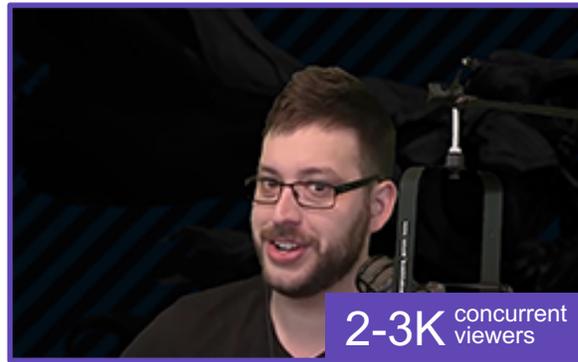


GoldGlove

1,261,700 434K

Variety

‘Goldy’ as he’s known by his legions of fans across both YouTube and Twitch, has been one of the leaders of the FPS community since 2011. Bringing in massive audiences every time he broadcasts, GoldGlove has become one of the largest broadcasters ever.



KingGothalion

795,805 300K

Variety

Gothalion got his start creating youtube content and has since become one of the bigger broadcasters on Twitch, always playing with other fellow broadcasters getting in on the hottest multiplayer games.

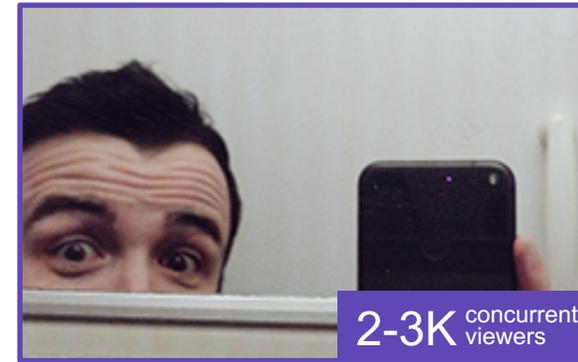


KittyPlays

767,307 153K

Variety

A pioneer in the gaming space for women, KittyPlays has become one of the most influential female gamers out there. She now leads a team of women gamers, Team Kitty, helping empower women in the gaming industry.



Dr. Lupo

372,573 60.4K

Fortnite: Battle Royale

Dr. Lupo is a full time streamer supporting his wife and son by shredding his enemies in FPS and Battle Royale games. Most recently, he has built an empire with his Fortnite skills teaming up with the best players from around the country.



Potential “HERO” Influencers

Some of the potential faces starring in custom media, and high profile promotional broadcasts on the twitch.tv/budlight channel:



1-2K concurrent viewers

AnneMunition

288,272

56.8K

Variety

Anne is one of the most competitive gamers on Twitch and plays a variety games, most notably Overwatch. Anne has built a following on Twitch over the past 2 years and is one of the top female influencers on the platform.



2-4K concurrent viewers

ChocoTaco

43,391

1.8K

PUBG

Taco is a competitive PUBG player who prides himself on offering explanations on all of his decision making while playing. His following may be small but he consistently has 2,000 viewers learning from the best



4-6K concurrent viewers

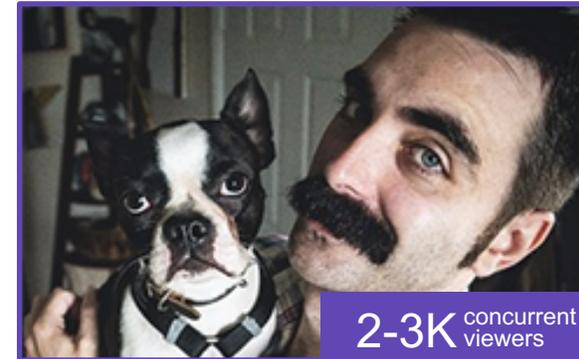
JoshOG

1,397,701

332K

PUBG

A former paramedic, Josh recently became a full time broadcaster on Twitch and is one of the fastest growing content creators on the site. A former pro Counter Strike player, his audience tunes in to watch high level play with a low-key, friendly attitude.



2-3K concurrent viewers

Sequisha

68,200

7.5K

PUBG

Part man, part mustache, Sequisha is a former game developer who has an unbelievable knack for battle royale games. Given his development background, he does a fantastic job explaining situations and surroundings to those watching.



VS

Digital Qualifiers: Setting the Stage

With over \$200,000 in cash prizes ultimately on the line, the initial digital qualifying event will be full of hype out of the gate.

50 Twitch Broadcaster duos face off online for the right to head to NYC and showcase their skills in front of a live audience of thousands.



VS Digital Qualifiers: Setting the Stage



Each of the 100 (100!!) participating Twitch broadcasters face off during a four-hour event that completely takes over Twitch.

Each participating influencer will stream their POV of the action from their own channel, while a pair of seasoned PUBG esports hosts call all of the action from the official Bud Light Twitch channel.

Team scoring will be tracked across 5 intense rounds of gameplay, with the top 32 teams qualifying for main event at Madison Square Garden.



The Main Event: Winner Winner

The grand final event live from MSG Theatre in New York city.

Over \$200,000 in cash prizes on the line, a live audience of thousands, and 64 of Twitch's biggest personalities facing off in one of the most iconic sporting locations in the world, the grand finale is sure to be one of the biggest competitive gaming events of 2018.



The Main Event: Winner Winner

A beautiful custom Bud Light stage build inside MSG Theatre hosts 64 of the best PUBG players on Twitch in front of a live audience of thousands, and an online audience of tens of thousands more.



As in the qualifying round, our final 32 teams will face off in a series of 5 rounds of gameplay during a grueling, high stakes four-hour event.

Each of the 5 rounds will feature tens of thousands of dollars of individual prize pools, with an additional \$50k Grand Prize kicker going to the duo with the highest winnings total at the end of the event.

Detailed finale event run of show attached separately



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