



FREAK SHOW-AB/Central Distributors

As a tender of bar, one soon recognizes the many quirks and curious habits of his or her patrons. It is these strange idiosyncrasies that keep their behind-the-bar viewpoint stimulating. Paying homage to the bartenders and servers of western Wayne county, Budweiser and Central Distributors of Beer presented Freak Show... The Tenders of Bar Bizarre on October 30, 2006 at The Venue in Dearborn, MI.

Concept: The Freak Show was not only a new twist on the standard Bartender's Ball but provided a fun and a highly unusual atmosphere for CDOB's customers to enjoy and interact with Budweiser products. From fire breathers to midgets, stilt walkers to tarot card readers, to the launch of new product, this event was definitely a curious night to remember. The event was featured on AB's satellite TV show and was broadcasted across the country. Street Marketing conceptualized the theme for this event as well as handled all logistics and décor. And in conjunction with Budweiser, created quite a buzz within the restaurant and bar circuit. Quotes from some of the attendees included "This is the best party I have ever been to!"

Objective: Generate sales of AB brands in Western Wayne County with a specific focus on the TILT brand.

Results: With over 450 restaurant/bar owners and servers attending the Freak Show, CDOB saw a substantial increase in sales of Tilt from customers the week following the event. Over eighty on-premise accounts picked up the phone and ordered TILT the following week. Table tents and product were delivered to continue the life experience at the Freak Show.


The Tenders of Bar Bizarre.

hosted by: budweiser/CDOB

conceptualized by: street marketing



freak show

The Tenders of Bar Bizarre.

witness the bizarre.
experience the shock.

hosted by: budweiser/CDOB

conceptualized by: street marketing