



December 18, 2005

Patrick T. Stokes  
President, CEO and Director  
Anheuser-Busch, Inc.  
One Busch Place  
St. Louis, MO 63118

Dear Mr. Stokes,

I'm writing to you, Mr. Busch and Mr. Jacob, because almost immediately after seeing one of your ads during football today, an idea popped into my head for a high-risk (but potentially hugely successful) ad campaign you could launch during Super Bowl XXXX.

### **The Concept**

Two things that the buying public respects most these days are the truth, and companies willing to take a stand in a meaningful way.

What if Anheuser-Busch took the next giant step forward in advocating responsible drinking? What if that step was so profound that none of your competitors could copy you, because every time they ran their ads, it would remind people of Anheuser-Busch instead? What if your ad was so viscerally truthful that after the Super Bowl everyone had to talk about it at length? And what if every viewer who saw the ad respected your company for leading the way?

What would the long-term impact be if you ran a drink responsibly ad, and at the end of the ad, the three of you looked 150 million viewers straight in the eye and said:

"If you're going to drink and drive, then take your business elsewhere, because Anheuser-Busch doesn't want idiots for customers."

Or worse, what would the impact be if Miller Brewing Company executives did it first?

Sincerely,

Gill E. Wagner  
President

P.S. I'm not trying to sell you anything. If you want to use the concept, go for it. (By the way, if you soften the approach at all, it won't work.)