



## BUDWEIZER DREAM JOB COMPETITION

The Budweiser dream job was launched in Ireland in July of 2013 and “star” Kevin Dillon (an American actor with Irish origins) was in Dublin to help launch the campaign. Budweiser were offering one lucky winner the chance to help start up their very own “Dream Job”. The winner was to be rewarded with €40,000 over a 12 month period to pursue their dream job and an additional €5,000 of equipment and mentoring sessions with an expert in the field of their practice. There was also runner up prizes of €2,000 in equipment bursary for the rest of the top five finalists that did not win. One over 18 years old simply only had to apply through Facebook if they wanted to enter the competition.

To help promote the competition Bud released a video on their social network sites and YouTube. In the video they used their “famous” red arm chair (which is used in numerous campaigns) and brought it to places all over Ireland to have people sit and tell us about their dream job.

The video promoting the Irish dream job campaign on YouTube received over 230,000 views and the videos made by the five finalists all had views over 50,000 and one over 60,000. They also created a buzz on their social media site with #DreamJob trending across twitter market. Bud used contestants as a way of free advertising.

*Adapted from Wordpress.com*