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Bud Light Distributor Turns To Radio To Reverse Sales Decline, Following Dylan Mulvaney Controversy.

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Bud Light's partnership with Dylan Mulvaney generated a massive controversy, causing a steep decline in sales of the AB InBev brand. Bud Light customers registered their disdain about the association with the transgender influencer by sending sales of Coors Light and Miller Light up sharply. The uproar affected local Bud Light distributors, too. One of them is running a radio ad campaign to let customers know it didn't support the partnership.

Steve Tatum, General Manager of distributor Bama Budweiser in Montgomery, AL tells Newsweek he and his company never supported the Mulvaney association, which included the influencer's picture on a customized Bud Light can to commemorate the one-year anniversary of her transition. The client-voiced Bama spots have been airing on 10 stations in Alabama since early May.

"We at Bama Budweiser, an independent wholesaler, employ around 100 people who live here, work here, and our children go to school here," Tatum says in the spots. "We do not, and as I said before, did not support this issue involving Dylan Mulvaney. There was one single can made. It was not for sale and wasn't properly approved. As a result, the Bud Light brand has new leadership.

"Dylan Mulvaney is not under contract with Bud Light," the spots continue. "The videos you may have seen are Mulvaney's own social media posts that went viral and many web-based news outlets have distorted the story. You deserve to know the truth, and life is too short to let a couple of individuals decide what you can eat or drink or spend your hard-earned money on. And remember, making friends is our business, not enemies."

Tatum told Newsweek the ads are intended to turn around tumbling ad sales for his distributorship. So far, the reaction has been positive. "It's kind of early to tell, I haven't had a whole lot of time to gauge it, but early results look like [sales] might be turning back the other way," he said. "I felt like we had to get a message out there," he said. "We are tied to a corporation, but that's not necessarily our beliefs in our market here in Alabama."