LABATT | AMPLIFYING BRAND VISIBILITY IN TORONTO

CASE STUDY

During FIFA in 2026, Labatt built strong brand awareness through impactful transit, airport & roadside advertising across Toronto.

Nearly 1 in 2 Torontonians noticed the Labatt Michelob ULTRA Campaign

Recall Among Other Key Impacted Audiences

- **83%** FIFA 2026 Attendees*
- **81%** Business Airport Travellers
- **68%** Weekly GO Train Riders *(1+ trips)*
- **62%** Soccer Fans
- **63%** Weekly PATH Visitors
- **61%** Visible Minorities
- **58%** Gen Z *(A18-28)*
- **55%** Weekly Downtown Visitors
- **53%** Weekly TTC Subway Riders *(1+ trips)*
- **52%** HHI over $100K

72% took some form of action after seeing the campaign

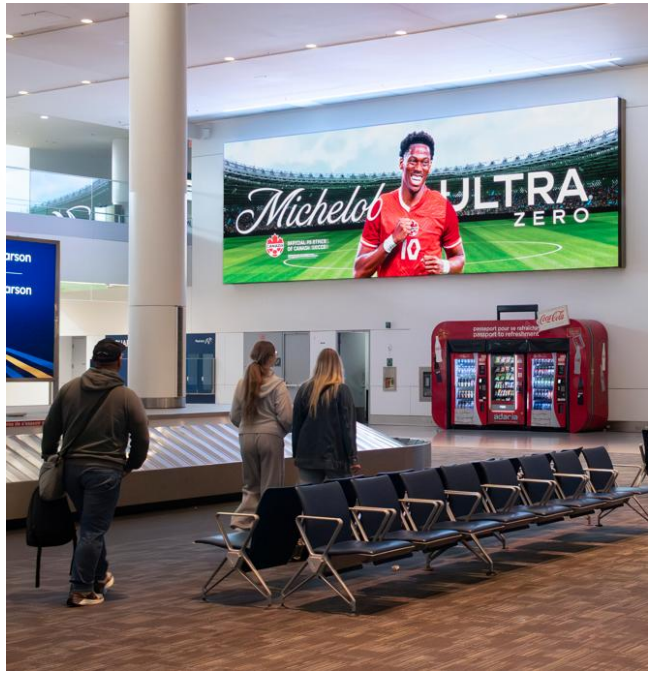
Top Actions Taken Among Those Who Recalled

- **19%** Talked to friends/family about **Michelob ULTRA** beer
- **14%** Searched online for more information about **Michelob ULTRA** beer
- **13%** Purchased the advertised **Michelob ULTRA** beer
- **12%** Planned to purchase the advertised **Michelob ULTRA** beer
- **10%** Recommended **Michelob ULTRA** and/or **Michelob ULTRA Zero** to others
- **9%** Shopped for **Michelob ULTRA** merchandise on the brand's website













PATTISON Research

Source: PATTISON Recall Tracker Study, n=407 interviews conducted among Toronto General Population in July 2026 via Dynata online panel
**Caution low sample size.*

LABATT | BUILDING AWARENESS IN VANCOUVER

CASE STUDY

During FIFA in 2026, Labatt leveraged the Vancouver International Airport and the TransLink Skytrain to build awareness of Michelob ULTRA during the FIFA World Cup 2026.

Over 2 in 5 Vancouverites noticed the Labatt Michelob ULTRA Campaign

Recall Among Other Key Impacted Audiences

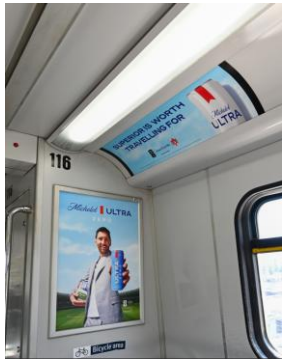
- **75%** Business Airport Travellers*
- **74%** FIFA 2026 Attendees*
- **61%** Past Month BC Place Visitor
- **59%** Digital Office Workers
- **58%** Gen Z* *(A18-28)*
- **58%** Weekly SkyTrain Riders *(1+ trips)*
- **55%** Leisure Airport Travellers
- **54%** Soccer Fans
- **54%** Weekly Downtown Visitors
- **45%** HHI over $100K

55% took some form of action after seeing the campaign

Top Actions Taken Among Those Who Recalled

- **14%** Mentally noted **Michelob ULTRA** for later consideration
- **11%** Talked to friends/family about **Michelob ULTRA** beer
- **11%** Searched online for more information about **Michelob ULTRA** beer
- **10%** Planned to purchase the advertised **Michelob ULTRA** beer
- **8%** Purchased the advertised **Michelob ULTRA** beer
- **8%** Shopped for **Michelob ULTRA** merchandise on the brand's website













PATTISON Research

Source: PATTISON Recall Tracker Study, n=401 interviews conducted among Toronto General Population in July 2026 via Dynata online panel
**Caution low sample size.*