

How Anheuser-Busch's Sustainability & Procurement team and HMS saved 30 CO₂e tons through savvy vehicle asset management.

Vehicle assets, commonly known as mobile assets, are an excellent marketing solution to effectively connect with consumers. With the expansion of experiential marketing, companies must increase capital investments to ensure their brands impress at music festivals and local events. Commercial procurement teams struggle to balance the need for attractive assets, while also ensuring healthy budgets and sustainable solutions. While the average mobile asset can cost hundreds of thousand dollars to fabricate, these assets also have a major carbon impact on our environment due the use of steel, lumber and plastics.

Anheuser-Busch's ("AB") Sustainability and Procurement team tackled both concerns of rising capital costs and sustainability concerns by partnering with HMS. Nolan Sharkey, Manager of Commercial Procurement, stated "I am constantly focused on how I can deliver innovative, yet sustainable solutions for my marketing stakeholders...HMS is a partner who allows us to challenge the status quo, not only in the business space, but also related to our carbon emissions."

In early 2022, Mr. Sharkey and his team approached HMS with the need to increase their mobile asset fleet, but also find cost & emission savings. His team reviewed his growing mobile asset roster with HMS and quickly realized certain assets were underutilized and not meeting their return-on-investment goals. Some assets were parked for months due to strategic brand re-alignment, while others were long forgotten assets. Mr. Sharkey worked with his internal finance and marketing teams to ensure that any asset without an operational funding should be moved to another brand or strategic focus. "We had several assets sitting in parking lots that brand teams had big dreams for, but no imminent operational funds to move. We literally have some assets melting to the asphalt because they had not moved for years. These assets could deliver both cost savings and sustainable solutions to my marketing partner." These assets would historically be sold to third parties or scrapped.

With the help of a summer intern, Nina Dewees (Harvard Business School, Class of 2023), Mr Sharkey's team determined that 30 CO₂e tons could be saved by reusing mobile assets instead of creating new ones. The solution seemed obvious, if a brand team had no operational support to move an asset, the mobile asset should be rebranded to another brand team who had the funding. The environmental cost to rebrand a mobile asset was minimal compared to building an asset from scratch.

Below are some pictures from a previous Bud Light Dive Bar that was rebranded for Busch. Anheuser-Busch and the AB Sustainability and Procurement team will continue to deliver on this initiative and find solutions for a Future with more Cheers.