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Anheuser-Busch InBev and Netflix Launch Global Marketing Alliance Targeting Entertainment and Sports Audiences

Partnership aims to boost beer sales and subscriber growth through joint campaigns, live event promotions, and immersive brand experiences worldwide

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Anheuser-Busch InBev, the company behind Budweiser, announced on Monday a new global marketing partnership with Netflix. The collaboration aims to connect AB InBev's beer brands with Netflix's vast international audience through joint campaigns that

blend entertainment and beverage consumption. The agreement comes as AB InBev faces declining sales in several key markets and seeks new ways to engage consumers.

The partnership will include limited-edition packaging, digital promotions, and live activations tied to major sporting events streamed by Netflix. Among the first initiatives are special campaigns linked to popular Netflix series such as “The Gentlemen,” produced in the United Kingdom, and “Culinary Class Wars” from South Korea. These efforts are designed to position AB InBev’s products, including Budweiser, Stella Artois, and Corona, in strategic markets where Netflix has a strong presence.

A significant part of the deal involves AB InBev’s participation in high-profile live events broadcast by Netflix. This includes the streaming platform’s upcoming live coverage of an NFL game on Christmas Day and the 2027 FIFA Women’s World Cup. During these events, AB InBev will have an active promotional role, using experiential marketing tactics to connect with viewers during moments of shared entertainment.

While financial details of the agreement were not disclosed, both companies confirmed that the partnership is global in scope and will extend over several years. For AB InBev, the move represents a shift toward more immersive marketing strategies that go beyond traditional advertising. The company hopes that by linking its brands with widely watched entertainment content, it can reach younger consumers and boost its presence in markets where beer sales have stagnated.

For Netflix, teaming up with a major beverage company supports its ongoing strategy to expand into live sports and event broadcasting. The streaming giant has been investing in sports rights and live programming to attract new subscribers and strengthen its position as a leader in digital entertainment. Partnering with AB InBev gives Netflix access to established brands with broad recognition and marketing expertise.

Executives from both companies said the alliance reflects changing consumer habits, where audiences increasingly seek experiences that combine entertainment with social interaction. By integrating beer brands into popular shows and live events, they hope to create new opportunities for engagement both online and offline.

The announcement was made simultaneously at AB InBev’s headquarters in Leuven, Belgium, and at Netflix’s offices in Los Gatos, California. Both companies indicated that more details about specific campaigns and product launches will be released in the coming months as they roll out their joint initiatives across different regions.