Budweiser’s Cannes-Winning Search Campaign Has Been Hijacked by Another Brewer

As anyone who’s ever dipped a toe in SEO can tell you, search is a fickle friend. Just when you think you have a winning strategy to drive people where you want them to go, someone else swoops in to take your prime placement—or simply buys their way to the top. Budweiser just got a… https://www.adweek.com/creativity/budweisers-cannes-winning-search-campaign-has-been-hijacked-by-another-brewer/