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# Equine Giants of U.S. Advertising Hit Moscow

By The Moscow Times

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Clydesdale horses, originally from Scotland, can weigh up to 1,000 kilos.

Budweiser Beer's fleet of Clydesdale horses are currently in Moscow as part of the company's sponsoring of the 2018 FIFA World Cup in Russia. These enormous animals are strutting their stuff in a special outdoor area at Moscow's Hippodrome and are available daily for the public to visit. There are ample selfie opportunities, a chance to examine these gigantic horses up close, and a few games of table soccer to get you in the World Cup mood.

The Clydesdales began their association with Budweiser in 1933 when the "dry law" was abolished in the U.S. by Franklin D. Roosevelt. In order to express his gratitude to the president, one of the founders of the Budweiser brewery, August Busch, sent a carriage packed full of beer to the door of the White House, pulled by his finest Clydesdale horses. This fairytale happening has been the gift that keeps on giving for the advertising whizzes at Budweiser, who have been weaving heart-warming scenarios for the horses in over 100 ads for the beverage since their first appearance during half time of Super Bowl XX in 1986.

Since their arrival in the capital in June, the Clydesdales have certainly been kept busy. They traveled up to St. Petersburg for the public presentation of the FIFA World Cup Trophy on Palace Square on July 18 and the World Cup preliminary draw on July 26, where they were visited by over 4,000 people.

Konstantin Tamirov, Chief Marketing Officer of SUN InBev, the Russian arm of the brewery company behind Budweiser, highlighted the novelty of the visit for the Russian public. "There is no doubt that the Clydesdales are impressive animals. They've been very warmly welcomed here and I think we can safely say that most Russians have never seen horses like the Clydes before. Our project is a unique one for both the brand and the horse world in Russia."

In between their many public appearances around Russia, the horses are waiting to be admired in central Moscow at the Hippodrome.

*The horses will be on show for free at the Moscow Hippodrome until the cold begins to bite a little too hard around their shaggy hooves. 22 Begovaya Alleya. Metro Begovaya.* cmh.ru*. 495-945-4203. Mon. to Fri. 5 to 8 p.m., Sat. and Sun. noon to 8 p.m.*

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