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The Buzz On Business

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\$50M BUD ADS TOUT ITS 'DRINKABILITY': Anheuser-Busch is rolling out a \$50 million advertising campaign for Bud Light playing up the beer's "drinkability," trying to set the brand apart as rival MillerCoors waits until the new year to release new ads for its big seller, Miller Lite. Bud Light's new ads, which start airing Saturday during college football, feature situations ranging from a football game to a pool party to tell consumers that all light beer isn't the same and Bud Light has taste but won't fill them up. The St. Louis-based brewer, which is selling itself to Belgian brewer InBev SA, said consumers told the brewer Bud Light had enough flavor and is easy to swallow, two factors that help make it a beer that people can drink. The ads boast the tag line: Bud Light, the difference is drinkability. That replaces "Bud Light keeps it coming" and before that, "Make it a Bud Light."

CONSUMERS CUTTING THE CORDS: Faced with tightening household budgets and improved options for wireless service, people are increasingly cutting the cord of traditional landline phones. Of cell phone customers, 27 percent say they have replaced their landlines with mobile phones for daily calling, according to a J.D. Power and Associates survey released Thursday. Most of those people -- 61 percent -- have disconnected landline service, and the rest keep but don't use their wired connections for calls, the study found. The steadily improving quality of cell phone service has removed barriers that once kept people from using wireless exclusively, according to J.D. Power.

FORD PUTS OUT NEW F-150 MODEL: Ford Motor Co. kicked off production Thursday of a new, more fuel-efficient version of its popular F-150 pickup truck. However, it comes at one of the worst times for U.S. truck sales, which have suffered as gas prices have climbed and the housing market has fallen. While the automaker is banking on the truck's improved gas mileage to lure back customers -- company officials said fuel cost has jumped to a Top 5 truck buyer concern -- tight credit and increasing worries about economic instability have pulled U.S. auto sales to a 15-year low, with truck sales leading the plunge. In September, Ford truck sales dived 39 percent as shoppers continued to gravitate toward small, fuel-efficient cars. Few of those fears were evident Thursday as Ford executives cheered the new truck as it came off the line at the Kansas City Assembly Plant, one of two U.S. factories making the F-150.

3-D 'PANDA' SEQUEL PLANNED: DreamWorks Animation SKG has announced plans for a sequel to "Kung Fu Panda" to be released in 2011. The movie, like all DreamWorks Animation films starting in 2009, will be produced with 3-D technology, the company said in a statement Wednesday. Jack Black will return to provide the voice of Po, a panda in ancient China who becomes an unlikely martial arts hero. Angelina Jolie is slated to return as the voice of Tigress. The computer animated comedy has brought in more than \$200 million in domestic box office sales and more than \$600 million worldwide since its release in early June, making it DreamWorks Animation's most successful original film ever. It will be released on DVD on November 9, along with a new companion short, "Secrets of the Furious Five."

BEE NEWS SERVICES

Figuratively Speaking

42: Percentage of parents who say that they are working additional hours at their current job so they can pick up the tabs (and mortgages, car payments, grocery bills, etc.) that have increased, according to a Sittercity.com survey.

27: Percentage of stay-at-home parents who are now going back to work.

8: Percentage of working parents who have taken on a second job.

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