

BACKYARD DIVE BAR TURNED DATA CAPTURE OPPORTUNITY

Molson Coors Beverage Company

Megan Sullivan and Anne Pando
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**MEGAN
SULLIVAN**

**Sr. Marketing
Manager**

Marketing Data
Strategy



**ANNE
PANDO**

**Sr. Marketing
Manager**

Miller Family of
Brands

BUILD BRANDS

More people
want to hang
out with



Fast.
Messy.
Awesome.

MILLER LITE CREATES A VIRTUAL TIP JAR TO SUPPORT BARTENDERS DURING THE PANDEMIC

Campaign includes video of an empty drinking hole



Beer brand offers 'broken-resolution preparedness kit' filled with beer, bacon



A 93-year-old woman got a massive Coors Light delivery after a viral plea for more beer

thrillist

Miller High Life's Wi-Fi Enabled Coupe Glasses Let You Toast with Friends from Afar

The Champagne of Beers requires a proper glass for toasting.

By Tyler Abroad Published on 10/20/2020 at 8:27 AM



Missing the musky scent of bars? Miller Lite's 'Bar Smells' candles sell out in 24 hours



Miller High Life is offering \$10,000 and a doorstep ceremony if you had to cancel your wedding due to the coronavirus



Chiefs' Patrick Mahomes received a Coors-themed birthday cake from the beer maker



MILLER LITE'S STRANGE NEW BEER CAN LETS YOU STREAM NFL GAMES FOR FREE

BRAND ACT

THE BRAND ACT

Happening in culture

Talk worthy

Important to our drinkers

Ownable

Rooted in brand purpose

Impactful

1

Brand Act
Brand Act

3

Consumer Insights
Consumer Insights

2

1st Party Consumer Data
1st Party Consumer Data

You have to give
something....



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**DATA IS A
GAME OF
RECIPROCITY**



...To get
something

CASE STUDY:

Miller High Life

MILLER
HIGH LIFE

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The Champagne of Beers.

MILLER HIGH LIFE

is one of America's
classic beer brands

The Champagne of Beers.

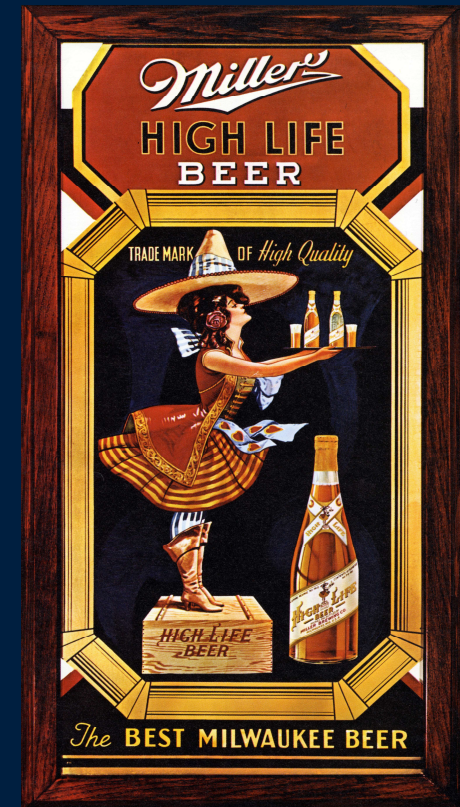
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Created in 1903, with the vision that
quality should be accessible to all



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BROUGHT TO LIFE

Consistently for
over 100 years

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1903



1944



1948



1958



1960



1960



1960



1968



1971



1973



1974



1979



1985

...



1997



2004

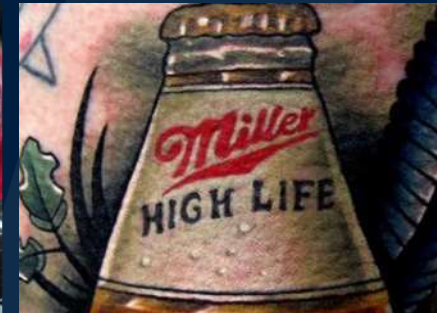


TODAY

The Unofficial Beer of Dive Bars



WITH AN ENGAGED AND LOYAL FAN BASE



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COVID-19

COVID-19

required us to
change our
thinking and
approach.



CLUED

CLUED
INTRO
INTO
CULTURE

Deeply rooted in the
High Life brand

Data collection
as a key KPI

HIGH LIFE BACKYARD DIVE BAR

WHERE YOU'LL ALWAYS
BE "THE REGULAR"

MILLER HIGH LIFE

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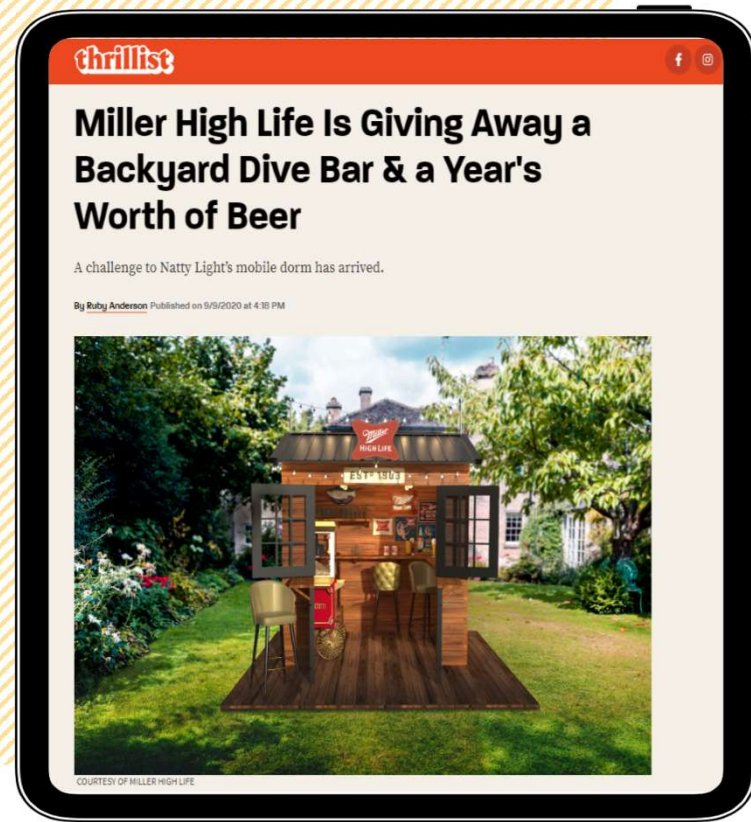


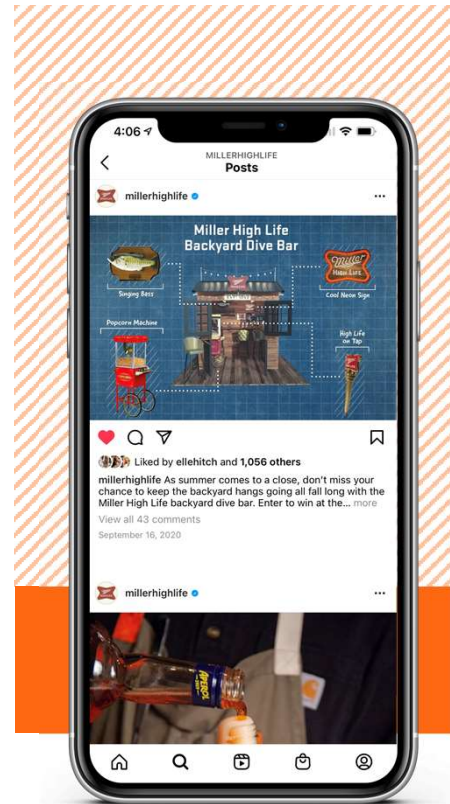
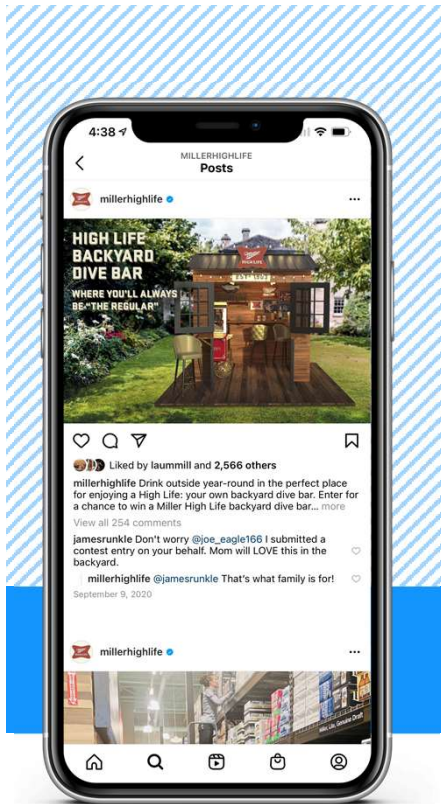
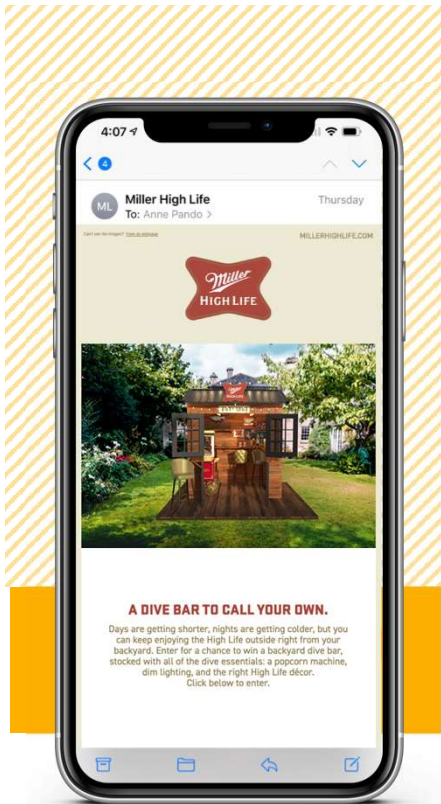
**WE LEVERAGED
EARNED MEDIA**

**TO DRIVE
PROGRAM
AWARENESS**



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**Additional media
opportunity** drove
even more
awareness and
results!

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Forbes

Sep 22, 2020, 03:14pm EDT | 1,553 views

Thousands Of Beer Lovers Clamor For Backyard Dive Bar In Online Contest



Jeanette Hurt Contributor

Spirits

I cover the indulgence of all things distilled, fermented and brewed.

f

t

in



There's only one more day to enter to win this backyard dive bar. MILLER HIGH LIFE

More than 100,000 people are vying to get a backyard dive bar built in their backyard.



A DIVE BAR TO CALL YOUR OWN.

Days are getting shorter, nights are getting colder, but you can keep enjoying the High Life outside right from your backyard. Enter for a chance to win a backyard dive bar, stocked with all of the dive essentials: a popcorn machine, dim lighting, and the right High Life décor.

Click below to enter.

ENTER NOW



**BIGGEST
DATA**
driving
activation in
the portfolio!

Increased Miller High Life's
1P database by 30%

Consumers opted-in
at a 50%+ rate
(They want to hang-out with us too!)

thrillist

Miller High Life Is Giving Away a Backyard Dive Bar & a Year's Worth of Beer

Forbes

Thousands Of Beer Lovers Clamor For Backyard Dive Bar In Online Contest

TimeOut

Miller High Life wants to build a dive bar in your backyard

Complete with sticky floors, a popcorn machine and questionable artwork.

GOOD NEWS NETWORK

Miller Beer is Giving Away a Dive Bar For Your Backyard

THE
TAKEOUT

Miller High Life wants to install a dive bar in your backyard [Updated]

milwaukee journal sentinel

Miller High Life is giving away a backyard dive bar complete with free beer through the end of the year

MAXIM

MILLER HIGH LIFE WILL BUILD A CUSTOM 'DIVE BAR' SHED IN YOUR BACKYARD

Complete with woody decor and enough Miller High Life to last an entire year.



HER CAMPUS™

Somebody's Gonna Win This Backyard Dive Bar & a Whole Lotta Beer – is it You?

yahoo!

Miller High Life giving away 'backyard dive bar' valued at \$10K: Here's how to enter



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THE DIVE BAR...

And our winner!

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Simple ideas can breakthrough



Insights matter – "clued in" to culture



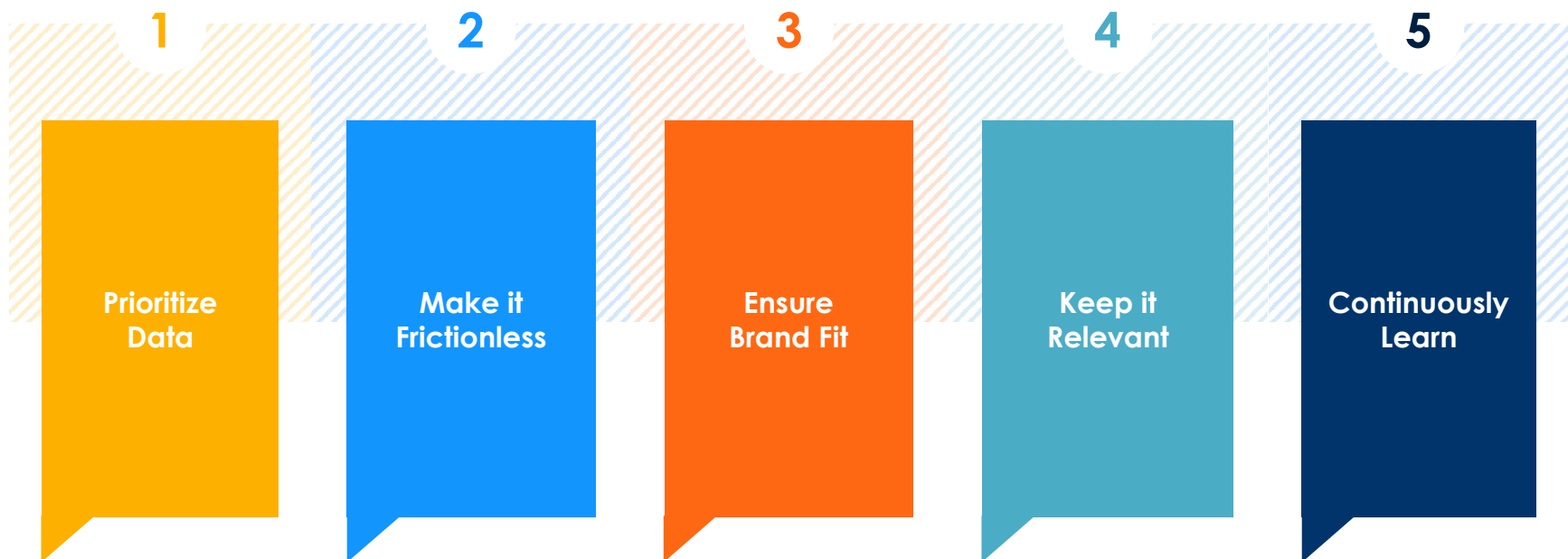
Interesting and compelling for media



Strong brand fit



KEYS TO WINNING WITH DATA IN A BRAND ACT



CHE
ERS!

CHEERS!

