

Coors Light Draft NYC

Problem

How does Coors Light drive growth for its draft beer sales in New York?

Solution

By creating a hyper-targeted campaign driving consumers to local Coors Light draft beer locations.

Background

Coors Light maintained high awareness levels, but somehow that was not converting to draft beer sales in New York. Manhattan was seeing a decline in draft selection in six key neighborhoods. MillerCoors challenged the team to drive growth in the top three neighborhoods: Murray Hill, the community surrounding Madison Square Garden, and Midtown.

Objective

The objective was to get consumers to drink Coors Light drafts at main accounts in key neighborhoods. The campaign specifically targeted commuters age 21 to 49 with a creative messaging like “Your commute can wait.” This appeared on various bus shelters and transit hubs in the selected regions. All 593 OOH placements needed to be assigned based on defined neighborhood street parameters. There were 14 different creative taglines utilized in an effort to be as detailed and relevant as possible. The advertising objective was to marry the hyper-targeted physical locations of the inventory with location-specific artwork that incorporated draft imagery.

Strategy

The team developed an OOH strategy to blitz the top three neighborhoods, securing all available small format and pedestrian level inventory. It was complemented by several impactful, large format placements to make Coors Light draft irresistible to New York residents and commuters. The alignment for the OOH placements was strategized in two ways. The first tactic used was based around physical location. Any placement that had a Coors Light draft account on the block delivered the message “On Tap on This Block” and was mixed in with creative specifically referencing that neighborhood. For example, a passerby might see “Peak Freshness on Tap in Murray Hill” while they were in-route. The second layer was fusing the message with the type of OOH format. Many of the small format locations were transit properties, including subway two-sheets, subway urban panels, and bus shelters. “Your Commute Can Wait” was incorporated to create synergy between OOH and the environment.

Plan Details

Markets: New York City, NY

Flight Dates: September 5 to October 30, 2016

OOH Formats Used: Static phone kiosks, Link kiosks, newsstands, bus shelters, walls, urban panels, and metro lights

Target Audiences: Adults 21 to 49, commuters

Budget: \$1.4 million

Results

The company successfully focused in on key neighborhoods with custom taglines to promote Coors Light drafts. It received positive feedback from local MillerCoors field teams regarding increased Coors Light draft visibility in Manhattan.

Audience Metrics

Target Audience TRPs: 2,540



