

Absolut New Orleans

Problem

Miller Lite wanted to be associated with Wrigleyville and become the favored beer among Cub Fans. How do they do that when their main competitor has pouring rights at Wrigley Field?

Solution

Secretly acquire a prominent billboard in the outfield, take advantage of press opportunities, and “speak” to the fans through clever creative.

Background

Miller Lite is Chicago’s number one selling beer and enjoys strategic alliances as the “Official Beer Sponsor” of several Chicago sports teams. However, Wrigley Field, home of the Cubs, has historically been dominated by Anheuser-Busch. Not only does Anheuser-Busch have pouring rights within the park, but they also “own” one of the few prominent Wrigley Field OOH structures. Miller Lite’s challenge was to form an affiliation for the Miller Lite brand with the Chicago Cubs. In addition, some of Miller Lite’s top sales accounts are positioned around the ballpark.

Objective

Since “owning” Wrigleyville is crucial to maintaining a lead sales position in the Chicago market, Miller wanted to propose to Cub’s fans: Make Miller Lite the preand post-game beer.

Strategy

Miller covertly acquired a landmark board which was located in Wrigley Field’s right field. The campaign targeted Cub fans aged 21-34 and those adults who lived, worked and played in the Wrigleyville neighborhood. The Miller Lite Wrigley Field campaign creative captured Chicago sports enthusiasts throughout the season, and was loaded with inside references for the fans—leveraging the target’s enthusiasm for sports and their local fan-ship. In order to accommodate this, 19 copy changes were required. Starcom, the agency, had to work with the baseball schedule—sometimes making copy changes on game day. They also had to replace copy promptly to ensure that the creative was relevant for each baseball series. The campaign ran from April through October. In order to extend the impact of the campaign, all point-of-purchase products (coasters, smaller window bulletins, etc.) had the same creative components as the Wrigley Field board.

Results

The results were phenomenal. The key account sales experienced a 13.6% increase over the prior year. In addition, Miller was able to leverage additional national and local exposure through the Wrigley Field board. Thousands of fans, who did not attend games, were made aware, through media exposure, of the Miller board’s presence and unique link to the neighborhood. The Miller Lite Wrigley board received exposure on two local radio stations, Chicago Sun-Times, The Chicago Tribune, Milwaukee Journal-Sentinel and Brandweek. ESPN and Fox’s Saturday afternoon games also featured the board in their coverage.

