

## Miller Lite Wrigleyville World Series

### Problem

How does a beer company that is not an official sponsor of the Chicago Cubs support the team while promoting its product?

### Solution

By dominating locations surrounding Wrigley Field with messaging that supports the Cubs and uses Miller Lite branding at the same time.

### Background

Miller Lite had a hunch baseball history would be made in 2016. In July, it built an OOH plan that would support the Chicago Cubs in the run for their first World Series title in 108 years. Miller Lite was determined to support the cause even though it wasn't branded as the team's official beer.

"We just wanted to do everything we could to make Cubs fans feel like we had their back and we were alongside cheering with them," said MillerCoors Marketing Communications Manager Colleen Weber.

### Objective

The brewing company wanted to make a strong statement in Wrigleyville. It targeted hyper-local media outlets to highlight Miller Lite's support for the Cubs so that the campaign felt like it was dominating the entire Wrigleyville neighborhood near the stadium.

### Strategy

Key media placements were chosen in Lakeview around the iconic Wrigley Field to generate excitement. OOH placements were strategically located at the busiest train stations near Wrigley and along Clark Street to target local bars. These station dominations took place at the Belmont Red Line and Southport Brown Line stops. There were only a handful of OOH placements in Wrigley, so a mobile billboard and pedicabs were brought to the neighborhood as well. Trains on the longest El line, the red line, were wrapped internally and externally to drive enthusiasm throughout the city. When the Cubs won the World Series, digital creative at transit stations and digital 10x10s were swapped with a version that read "History Made."



## Plan Details

Markets: Chicago, IL

Flight Dates: September 26 to October 30, 2016

OOH Formats Used: Transit station dominations, fully wrapped exterior and interior of trains, wallscapes along Clark Street, a mobile billboard, branded pedi-cabs, and digital bulletins

Target Audiences: Males age 21 to 34

Budget: \$400,000

## Results

The campaign proved wildly successful. Placement in Wrigley Field garnered 43.6 million impressions during the month of October, which doesn't account for the millions of people in the Wrigleyville neighborhood. Another 530,000 impressions were delivered, not including the five million people downtown for parade festivities. The media was impressed with Miller Lite's ability to capitalize on the pennant-winning Cub's, highlighting the company in *Crain's Chicago Business Journal*. In the two weeks during the World Series, every Chicago distributor increased volume. There was an added \$69,000 case equivalent volume impact to the Chicago Cluster. This campaign was one of the company's best of the year, falling only behind July 4th and Memorial Day. Additionally, there was a year-over-year (YOY) volume lift of 30.7 percent. As a point of comparison, Cleveland only saw a lift of 21.5 percent, so the company either did a better job of driving consideration or Chicago just drinks more beer.

## Testimonials

"Did Miller Lite buy the city of Chicago?" - Wrigley Field patron

"If you didn't know any better, you might think Miller Lite has a major marketing deal with the Chicago Cubs." - Danny Ecker, *Crain's Chicago Business Journal*

## Audience Metrics

Target Audience TRPs: 226