

Beer Strategies

Product: Miller Lite

Current Strategy: “Man up and choose a lite beer with more taste.” The current strategy of Miller Lite’s campaign is playing off the fact that “grown-up men” don’t just choose any lite beer. Real men choose Miller Lite because it has the ultimate taste. The ads focus on a beautiful girl/waitress asking a non-cool/not grown-up guy if he wants a miller lite or another kind of lite beer. The man, who is a loser in some way, declares, “Why does it matter?” The theme is that the taste of your lite beer selection should matter if you’re a real man.

Miller Lite’s New Strategy: Miller Lite is unbelievably light. It’s the lightest beer you can drink, and you won’t feel full/weighted down while drinking it. The campaign will use extreme over exaggerations of how light the beer is and humor to drive the point home. The campaign plays on the theme of “like my ads, like my beer” as well.

Themeline: Unbelievably Lite Beer.

:15 Radio Spot:

Miller Lite
“Guess My Weight”
:15
11/15/2010
Lauren Buskirk

SFX: Sound of carnival – carousel music, yelling, sound of rides, carnies yelling

Carnival Worker: STEP ON UP! LET ME GUESS YOUR WEIGHT! JUST \$5 DOLLARS! WIN A FABULOUS PRIZE!

Woman: I’d like to play!

SFX: Sound of beer lid being twisted off, fizzing sound of carbonation, sound of woman guzzling a bottle of beer

Carnival Worker: Alright, five dollars, please. If I don’t guess your weight within five pounds you get to pick out a big, fluffy teddy bear. I think you weigh 130 lbs. Okay, step on the scale!

SFX: Sound of woman stepping on scale

SFX: GASP of carnival worker

Carnival Worker: You weigh nearly nothing! How is that even possible!?

Announcer: Miller Lite. Unbelievably Lite Beer.

:30 TV Spot: "Salem Witch Trials"

VIDEO	AUDIO
<p>Set in the late 1600s in Salem, Massachusetts during the era of the Salem Witch Trials.</p> <p>Wide shot of a mass of people gathering in the center of town. Town congregation standing together, and visibly worried.</p>	<p>Town in Hysteria: Screaming and yelling about witches and witchcraft. Accusations of people being witches.</p>
<p>The person in charge of the town is standing on a platform talking to the congregation.</p>	<p>Town Leader: Calm down! Calm down everybody! What seems to be the problem?</p>
<p>Young woman in the crowd jumps up in front of everyone and points out another woman in the crowd and accuses her of being a witch.</p>	<p>Young Woman: SHE'S A WITCH!</p>
<p>Crowd cheering and yelling, while the woman accused of being a witch looks unconcerned.</p>	<p>Town in Hysteria: She is a witch! She works for the devil!</p>
<p>Town leader talking to the crowd and holding up a duck.</p>	<p>Town Leader: There's only one way to tell for sure. We'll have to weigh her. If she weighs more than this duck we know she's a witch!</p> <p>SFX: Duck quacking</p>
<p>The woman accused of being a witch opens a bottle of Miller Lite and chugs it.</p>	<p>Town Leader: CLIMB UP HERE AND LET US SEE IF YOU'RE REALLY A WITCH!</p> <p>SFX: Sound of bottle of opening, fizzing</p>
<p>Woman climbs up on the platform with the town leader. The town has an apparatus for weighing two things against one another. The duck has been placed on one side, and the accused witch sits on the other.</p>	<p>Town's People: Whispering to one another about the possible witch.</p> <p>SFX: Sound of woman climbing the stairs and walking to be weighed.</p>

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VIDEO	AUDIO
Woman rises above the duck meaning she is lighter.	<p>Young Woman: How could it be?</p> <p>SFX: GASP of town's people.</p>
<p>Accused witch is smiling, while high in the air. The duck is way below the witch.</p> <p>Text On Screen: Miller Lite. Unbelievably Lite Beer.</p>	<p>Announcer: Miller Lite. Unbelievably Lite Beer.</p>
Shot of the entire town. Nodding of heads, and looks of disappointment.	<p>SFX: Sound of woman stepping down from the platform.</p>
Close-up of the young woman who blamed the other woman for being a witch. A look of disappointment on her face.	<p>Young Woman: Dang it.</p>

Out-of-home Execution:

Stations will be set-up in large cities where legal adults can try Miller Lite. There will be a large banner that says, "Miller Lite – Unbelievably Lite." However, in order to taste test the beer adults must play "Light as a feather, stiff as a board" with Miller Lite marketing employees. Light as a feather, stiff as a board, sometimes known as party levitation, is a game played by children at slumber parties. Adults get to drink a bottle of Miller Lite for free, and then they participate in playing the game (which is based on people becoming light as a feather and being able to be picked up) with those who work for Miller Lite and other potential customers. By playing the game and taste testing the product, people will become acquainted with the Miller Lite brand and it will stick out in their mind as their light beer of choice.

Print Ad:

Visual of attractive young woman (age 25ish) holding a Miller Lite bottle and walking on water

Headline:

Can you do this?

Body Copy:

Wish you could walk on water? And dream about enjoying insanely great beer without feeling weighted down? Miller Lite allows you to do both. Well, almost. Miller Lite, unbelievably lite beer.