



EVOLVING POSITIONING TO DRIVE INTEREST, TRIAL AND SALES:

Michelob Golden Light



Challenge:

Michelob Golden Light was perceived as “old” or outdated by some in its home market of Minnesota. Attitudes about beer and beer-drinking habits are shifting, and the brand was competing for share of voice with more than 21 others. MKR was hired to rekindle love for the brand and transform perceptions from expected to exciting, staid to surprising, and boring . . . to authentic and social.

Approach:

Qualitative research showed that Minnesotans are fiercely proud of their culture, identity, and active “up north” lifestyle. The region is defined by a unique set of values, traditions and rituals — unseen anywhere else. If you’re a Minnesotan, you get it. What was needed was a creative campaign centering on Michelob Golden Light as more than just another beer — but THE beer that fuels the Minnesota lifestyle.

We created a fully integrated campaign emphasizing the beer’s connection to local values, and brought it to life with fun, energetic executions — “You’re Golden” — that included massive promotional extensions with the locally famous Minnesota Wild hockey team. We promoted across digital, traditional and social channels based on consumers’ media consumption and daily lifestyle.

Then, after five years in the market — positioned as “You’re Golden” — consumer research and wholesaler input led us to evolve the campaign to freshen it and continue generating interest in and drive trial of the brand, especially among younger consumers. Research inspired a concept evolution that incorporated elements of a sense of place; aspiration; state of mind; fun, and camaraderie . . . while highlighting values such as simplification and reconnection. Our new work — “You are Here” — encourages people to focus on what matters most.

Outcomes:

We successfully stemmed prior year volume declines
6.7 million reach on Facebook; “likes” grew 23% in our first year
We doubled the Anheuser Busch average social engagement rate of 2.5% with an impressive 5%.

WITHIN THE FIRST THREE MONTHS OF THE CAMPAIGN:

800 new

audience members on social media.

8,000 shares

of brand content.

100k views

of video across social media channels.