

SPONSORED CONTENT

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TOP

CASE STUDIES

Shops

CAMPAIGN: CORONA SUMMER
"LIVE IT. SHARE IT. WIN IT."
FIND YOUR BEACH ALL SUMMER LONG
CLIENT: CROWN IMPORTS
AGENCY: UPSHOT

**BACKGROUND**

Corona Extra (Corona) is the number-one selling U.S. import, and summer is its number-one ranked sales period. For consumers, Corona is a true sign of summer. It reminds them of that kick-back, cold-beer-in-hand, toes-in-sand feeling everyone aspires to but never has time for. Corona is carefree. Refreshing. And a great reminder of that beach state of mind.

OBJECTIVES

Encourage consumers to celebrate the Corona lifestyle and beach state of mind—ultimately, driving consumer engagement, display activity and, of course, Corona sales.

INSIGHT

We're talking to guys who don't want to regret their summer, come fall. They want to find ways to stay positive and live life to the fullest even if life makes that hard to do. Busy days and routines keep them from maximizing the enjoyment of the warm months. Sometimes they need a reason to slow down, make the most of the longer days and embrace the easygoing vibe of the season.

INSPIRING IDEA

Let's celebrate an unforgettable summer

together. Let's celebrate a Corona Summer.

What if Corona inspired consumers to stop and really enjoy summer?

What if Corona inspired a summer worth capturing? Worth sharing? Worth rewarding?

What if Corona inspired consumers to live out their best summer?

And the Corona Summer "Live It. Share It. Win It."

program was born. It provided consumers the tools to simply live a Corona Summer, document it, share it and inspire others to do the same.

ENGAGEMENT

Inspire consumers to get out there and enjoy the summer to the fullest whenever, wherever and however.

Capture the experience of unique summer celebrations through consumers' photographs that everyone can see and share.

Reward them for living and sharing their summer moments with weekly prizes and by featuring submitted photos in upcoming digital ads.

HOW IT WORKED

A national campaign—rooted in an interactive experience—inspired consumers to get out and enjoy summer to the fullest and celebrate the season with no regrets.

Online. The visually engaging website rotated through fan-submitted photos, sponsored events and branded merchandise. Consumers were inspired to get out and enjoy summer while capturing their unique Corona Summer experiences. And they were rewarded with a chance to have their photographs featured on the site and in other Corona media.

In-Store. In-pack codes on specially designed cases provided chances to win grand prize experiences, plus hundreds of weekly prizes intended to inspire summer activities. Energetic retail signage and displays reminded consumers to make the brand part of their plans.

In Bars. In-bar materials encouraged patrons to capture and text photos of their summer for a chance to win prizes and be featured in ongoing Corona digital ads.

Broadcast. A national television spot following the travels of a Corona cooler showcased how to live out a Corona Summer all season long (creative courtesy of Cramer-Krasselt).

RESULTS

The program exceeded objectives of engaging consumers with Corona and selling more beer than last summer. In fact, over the Memorial Day holiday, Corona case sales and share grew while the total beer category was down -2.4%. During the July 4th holiday, Corona feature and display activity reached the highest level in the past four years. And over 1.3 million consumers visited the Corona Summer website with more than 30,000 sharing photos and 125,000+ entering the promotion.

