

MILLER LITE

CONTENT STRATEGY VISION



The Ask

Evaluate Miller Lite's digital properties to develop a content strategy that intersects at the interests of the Miller Lite brand and its key beer drinker.



Drive Engagement

Deliver content that interests the target audience so that they are inspired to stay in the brand ecosystem longer and in a more meaningful way.

Add Value

Deliver content that adds value to users' lives, whether by entertaining them, teaching them, or improving their beer drinking experience.

Generate Buzz

Deliver content that is shareable and gets people talking. Your greatest source of free marketing is from your fans.

Target Audience

The Key Beer Drinker



Male: 21-29

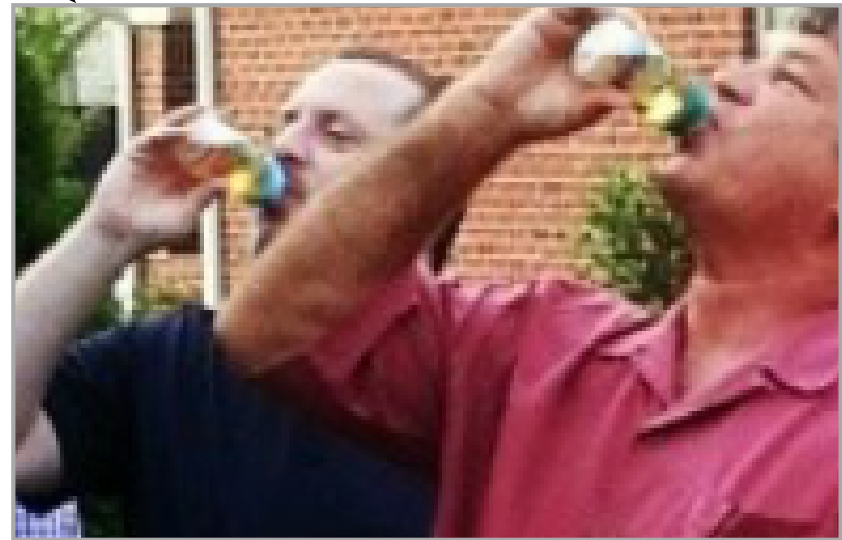
Characteristics: Cherishes time with best friends, authenticity, loyalty and a love of life, the outdoors, and sports

Education: Northern Illinois



Target Audience

The Key Beer Drinker's Authentic Journey



Yes, that's beer in a baby bottle. This tradition is part of an Alabama baby shower



<p>FIRST GAME WITH DAD</p> <p>First Exposure First Secret Sip</p>
<p>IMPRINT PHASE: INTRIGUE, FOREIGN TASTE AND SMELL</p>

<p>21st BIRTHDAY</p> <p>First Keg Party First Spring Break First Music Festival</p>
<p>INDOCTRINATION PHASE</p>

<p>GRADUATION</p> <p>First Job First Apartment First Local Tavern & Bar Scene</p>
<p>SOCIALIZATION PHASE</p>

<p>TRUE LOVE</p> <p>First Co-habitation First Wedding First Kid</p>
<p>ACTUALIZATION PHASE</p>

<p>FAMILY LIFE</p> <p>Passes on tradition</p>
<p>SAGE PHASE</p>



Pre Key Beer Drinker Phase

Key Beer Drinker Phase

Post Key Beer Drinker Phase

About The Evaluation

Five criteria were assessed to address the overall strategic approach to content:

- **Brand Voice & Tone** - Ensure content adheres to brand standards and exemplifies the brand personality and positioning.
- **Content Themes and Topics** - Ensure brand storytelling, content themes and topics intersect at the interests of the user and brand.
- **Content Organization** - Ensure content follows best digital practices in terms of information architecture, readability, accessibility, and multi-device compatibility.
- **SEO** - Ensure content can be read and understood by search engines.
- **Channels** - Ensure content is native and appropriate to the channel and helps the user move

The *Current Landscape Evaluation* section details content as it is today with recommendations.

The *Proposed Direction* section address a content strategy for content in the future.

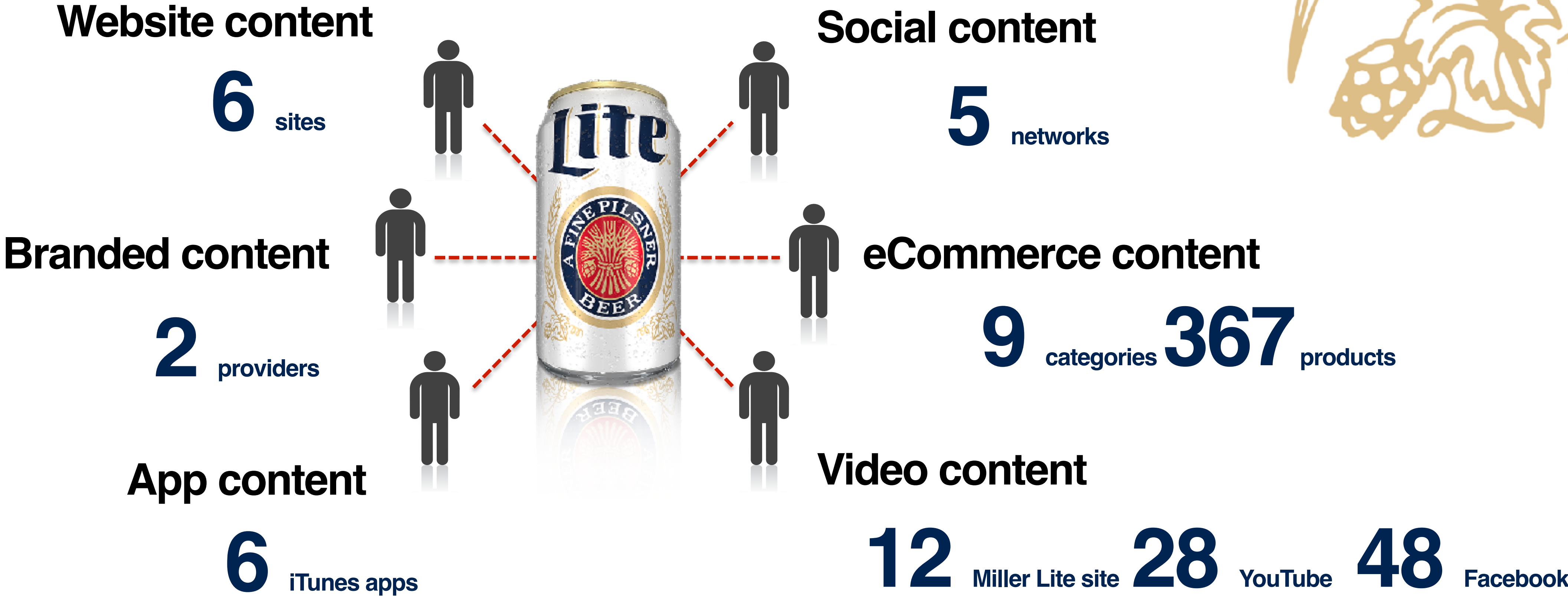


Properties Evaluated

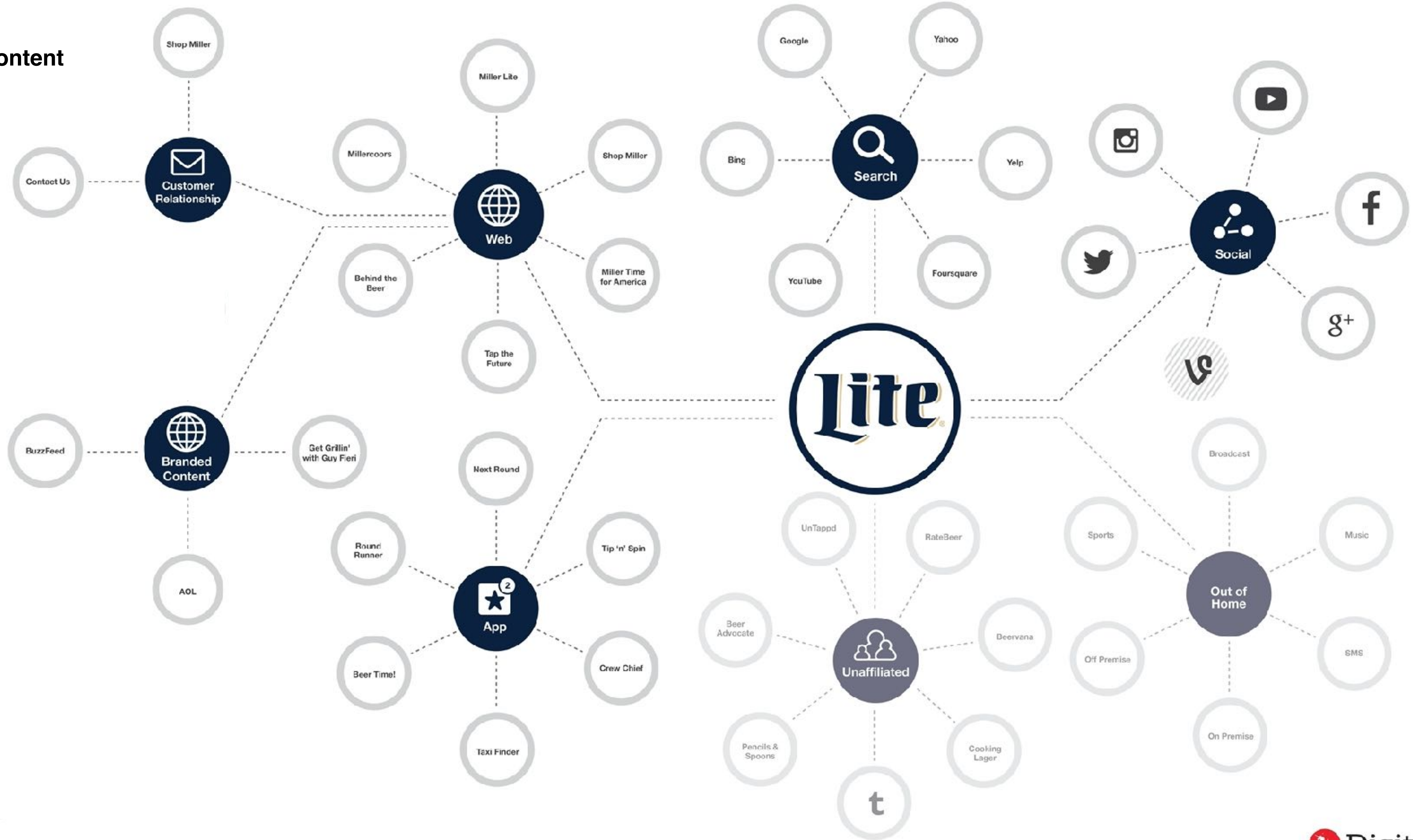
Web	Social	Apps	Branded Content
millerlite.com	Facebook	Taxi Finder	Grillin' with Guy
Miller Time for America	Twitter	Crew Chief	Buzzfeed
shopmillerbrewing.com	YouTube	Tip 'n Spin	AOL Network
MillerCoors.com	Instagram	Round Runner	
mltapthefuture.com	Google+	Beer Time	
millercoorsblog.com	FB Pledge App	Next Round	



Content At-a-Glance



Miller Lite Content Universe



Key Issues

Opportunity

Main website lacks storytelling



Immersive content experiences for KBD

Apps are an afterthought



On-premise utility leader

Cadence is inconsistent



A brand publisher

CURRENT LANDSCAPE



Current Landscape

Brand Voice & Tone



Brand Voice and Tone



Brand Mission

Foster the bonds of
friendship



Brand Belief

The best times are
with best friends



Brand Voice



The easy confidence
of a KBD talking with
friends

Miller Lite Website

Issue: For such a popular, iconic brand, the website experience feels thin and disconnected.

Recommendation: Develop engaging content and authentic storytelling beyond traditional commercial spots to help bring the brand voice to life.



Tap the Future Website

Issue: The website invites entrepreneurs to compete for venture capital funding on Shark Tank. This competitive theme feels off-brand and not in line with the attributes of the Key Beer Drinker.

Recommendation: Consider retiring the site or folding into the MillerCoors corporate site.



TURNING GREAT FRIENDS INTO GREAT BUSINESS PARTNERS

We want to help you and your friends take your business to the next level with Miller Lite Tap the Future.

Miller Time's always been about great friends and great Pilsner taste. But now, it's about great business partners and great ideas. Miller Lite Tap the Future is the business competition that pits like-minded groups of entrepreneurs against each other to claim their slice of a \$300K prize pool. In addition, we offer business seminars, live pitch opportunities, and access to mentors and business moguls like Daymond John from ABC's "Shark Tank." Consider this your official invitation. Round up the crew with a round of Miller Lite and get to work. It's time to find out if you've got what it takes.

NATIONAL FINALS
August 16, 2014 Chicago, IL

WHAT ARE THE JUDGES LOOKING FOR?

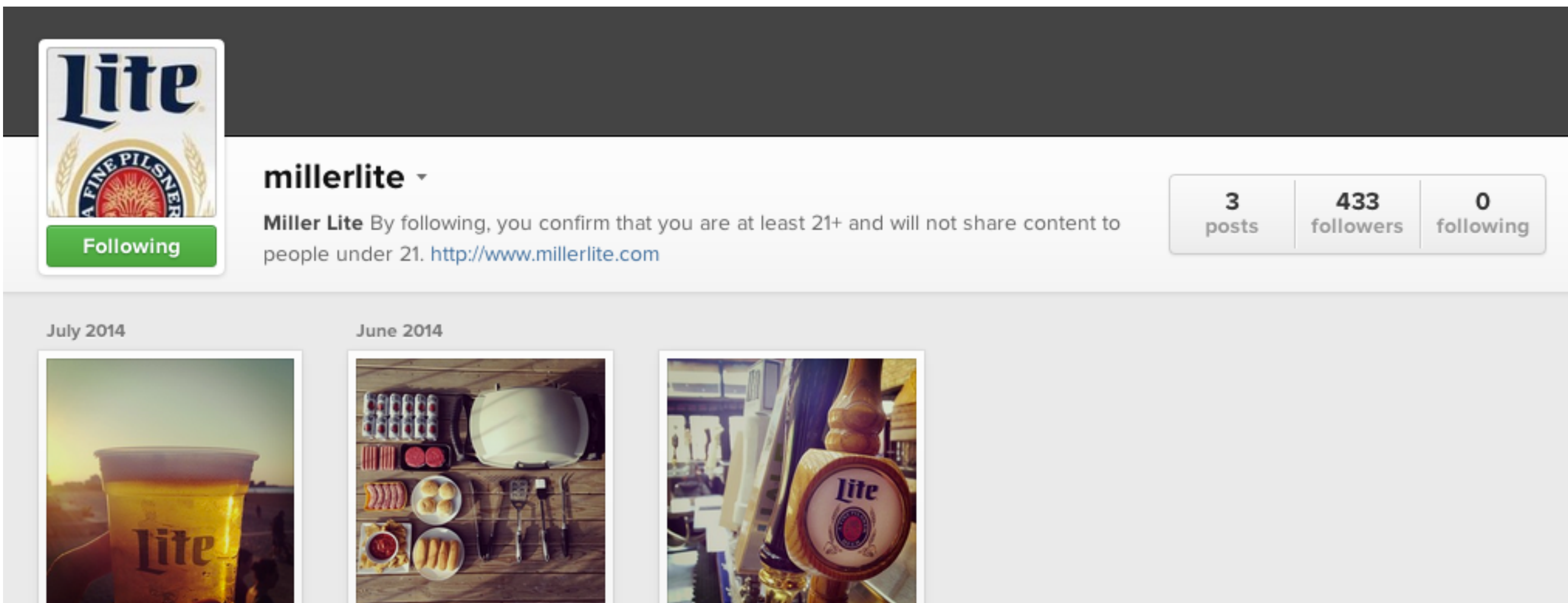
Miller Lite Tap the Future just finished its second year of Live Pitch Events, where semifinalists presented their business plans before an audience and our panel of judges, including Daymond John from ABC's "Shark Tank." This article from Success magazine talks with Daymond John and a few other Live Pitch Event judges to find out what they look for in a good business pitch.

The advertisement banner features a blue background with a Miller Lite beer bottle and a glass of beer on the left. The text is in white and blue. Below the banner is a photograph of a panel of judges sitting at a table during a pitch event. The judges are diverse in age and ethnicity, and they are looking towards the camera. The background of the photo is dark with some stage lighting.

Instagram

Issue: Instagram is currently malnourished.

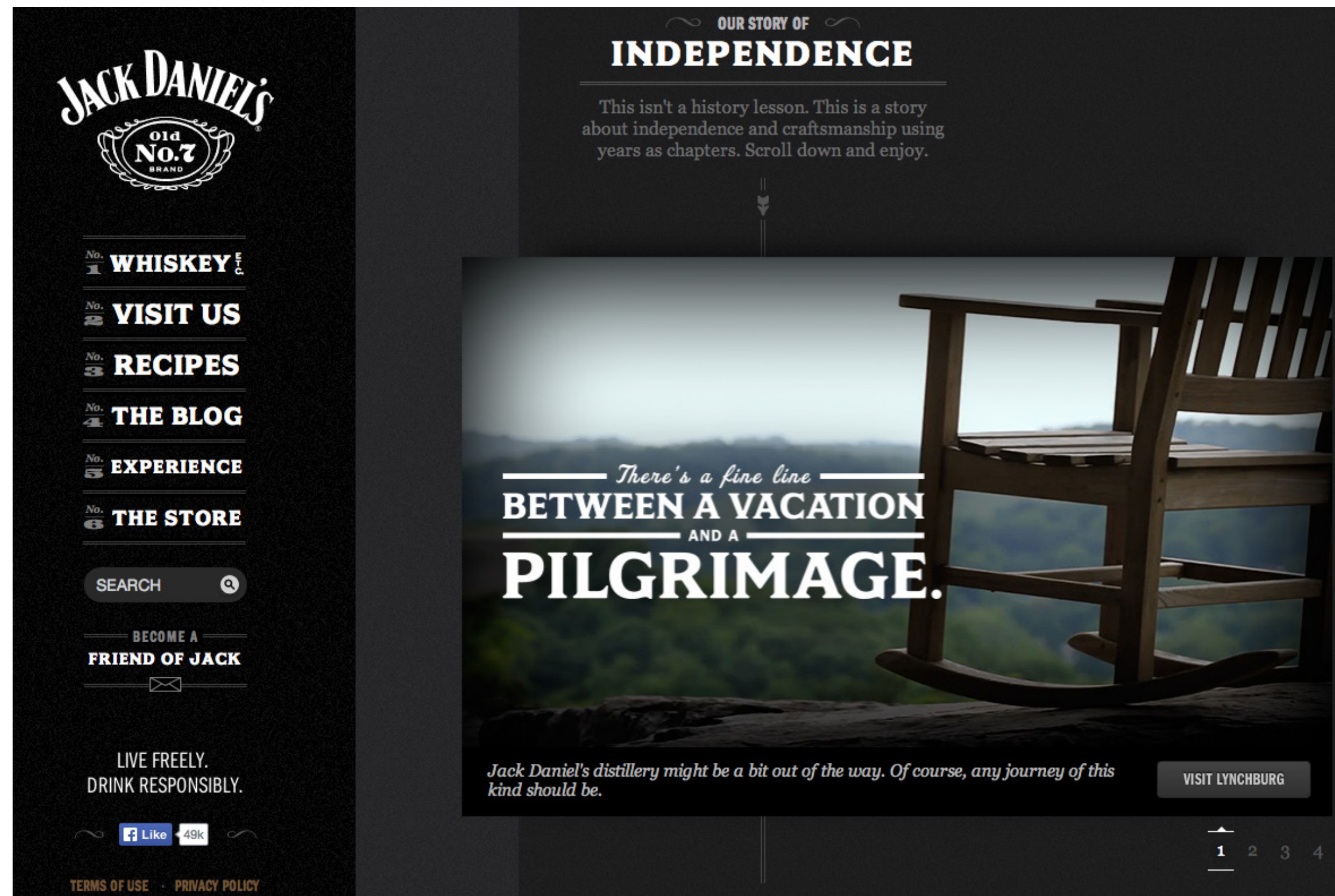
Recommendation: Turn the Instagram channel into a curated experience of Miller Lite's coolest Original Lite Can clothing and merchandise. It becomes a hip virtual catalog for the Shop Miller online store.



Best-in-Class Example

Jack Daniel's

The brand voice is expressed through the copy, imagery, and design choices that give Jack Daniel's a dual feeling of nostalgia and relevance. The robust, visual history of the brand and the large, stately photos of Jack Daniel's bottles all contribute to the overall experience. Copy suggests a brand that is larger than life: "This isn't a history lesson. This is a story..."



Current Landscape

Themes and Topics



Themes and Topics



BRAND IMPERATIVES

Themes

Topics

	BREWED	BROTHERHOOD	
Campaigns + programs Celebrate and inspire Miller Time occasions. Give KBDs insider access to all things Miller Lite and Miller Lite partnerships.	Brand Story Offer KBDs a better understanding of product PODs, brewing process, our history and why we do what we do.	Camaraderie Content that showcases, celebrates and inspires male friendship, bonding and good times.	Trending Keeps KBDs informed of the latest trends, memes or jokes, giving them shareable fodder to discuss with the brand and one another.
<ul style="list-style-type: none"> • Campaigns • ML Programs • CSR • NASCAR 	<ul style="list-style-type: none"> • Exclusive content • Miller Lite behind the scenes • Brand benefits • News and updates 	<ul style="list-style-type: none"> • Moments together • Events and reasons to celebrate • MTA • Call to bar 	<ul style="list-style-type: none"> • Relevant news • Viral Videos • Memes and trends • Sports info • BuzzFeed/partner content

Miller Lite Website

Issue: Miller Lite's strong history is missing from its website.

Recommendation: A well-crafted historical timeline and a retro-commercial section would attract buzz and could be repurposed through social channels.

OUR BEER



At Miller Brewing Company, we put quality above all else. We're proud of the care that goes into the production of all of our beers and have been brewing great-tasting beers with the highest quality ingredients since 1855. From the purity of the water we use to the highest-quality hops and malted barley, our brewmasters go to great lengths to ensure the quality and consistency of our beers.

Miller Lite is a fine Pilsner brewed with the finest quality ingredients. Because of a special brewing process, Miller Lite gives you more taste at only 96 calories per 12oz.

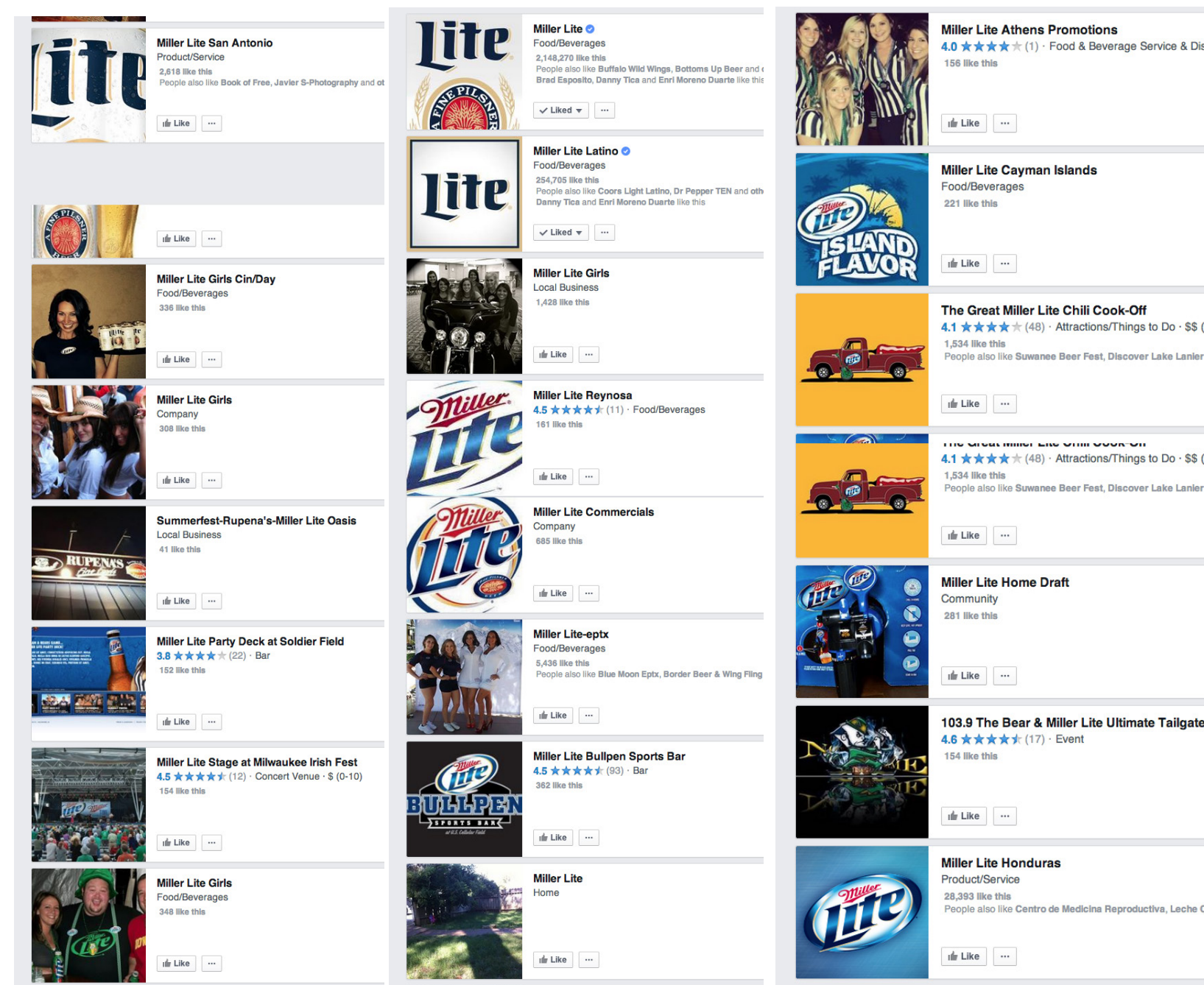
(Average analysis (12 fl oz): 96 cal, 3.2g carbs, <1g protein, 0.0g fat)



Facebook Local Pages

Issue: More than 20 local pages affiliate themselves with the Miller Lite brand on Facebook.

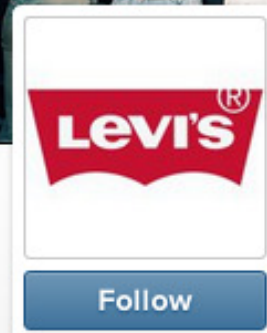
Recommendation: Besides legal and brand risk, there is no way to govern the themes and topics discussed. Conduct periodic content reviews and governance.



Best-in-Class Example

Levi's on Instagram

The Levi's brand uses Instagram to highlight its coolest fashions and cross-promote to other social channels for additional brand content. The user could start on Instagram, click on a YouTube video, and then be inspired to buy some jeans at the Levi's online store.



levis ▾

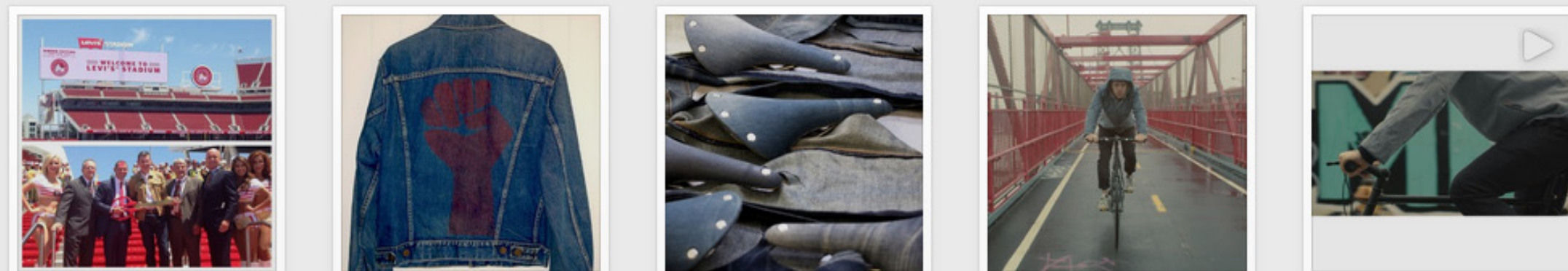
Levi's® The official Instagram account of the Levi's® brand. http://youtu.be/hQ2KaBg_mgE

850 posts

274,938 followers

225 following

July 2014



Current Landscape

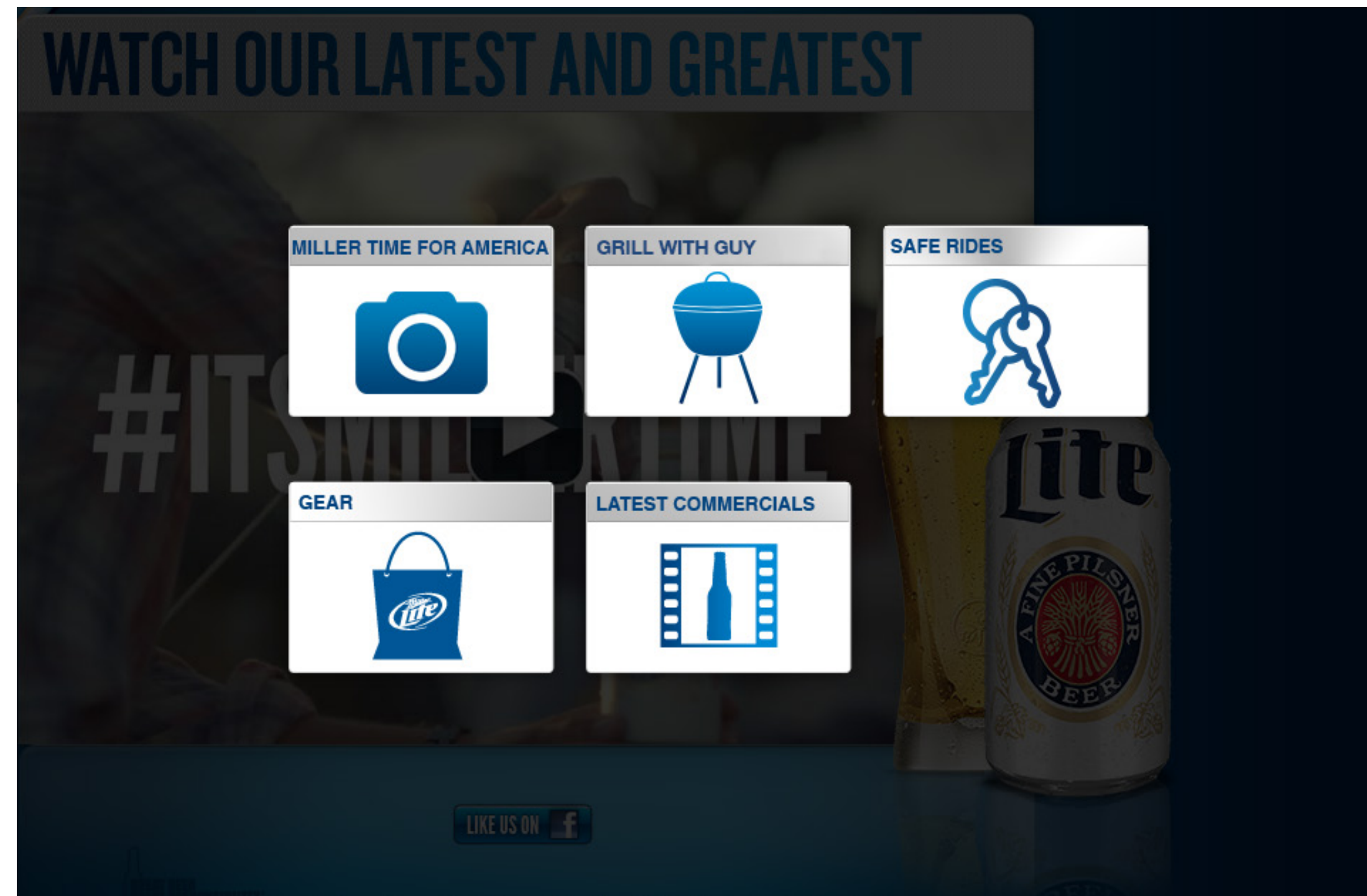
Organization



Miller Lite Website

Issue: Miller Lite's home page navigation is confusing. The carousel of images appears to be a navigation scheme, but each button represents a slide in the carousel. The main navigation at the top of the page is simple and clean but does not provide access to all of the content that the carousel does.

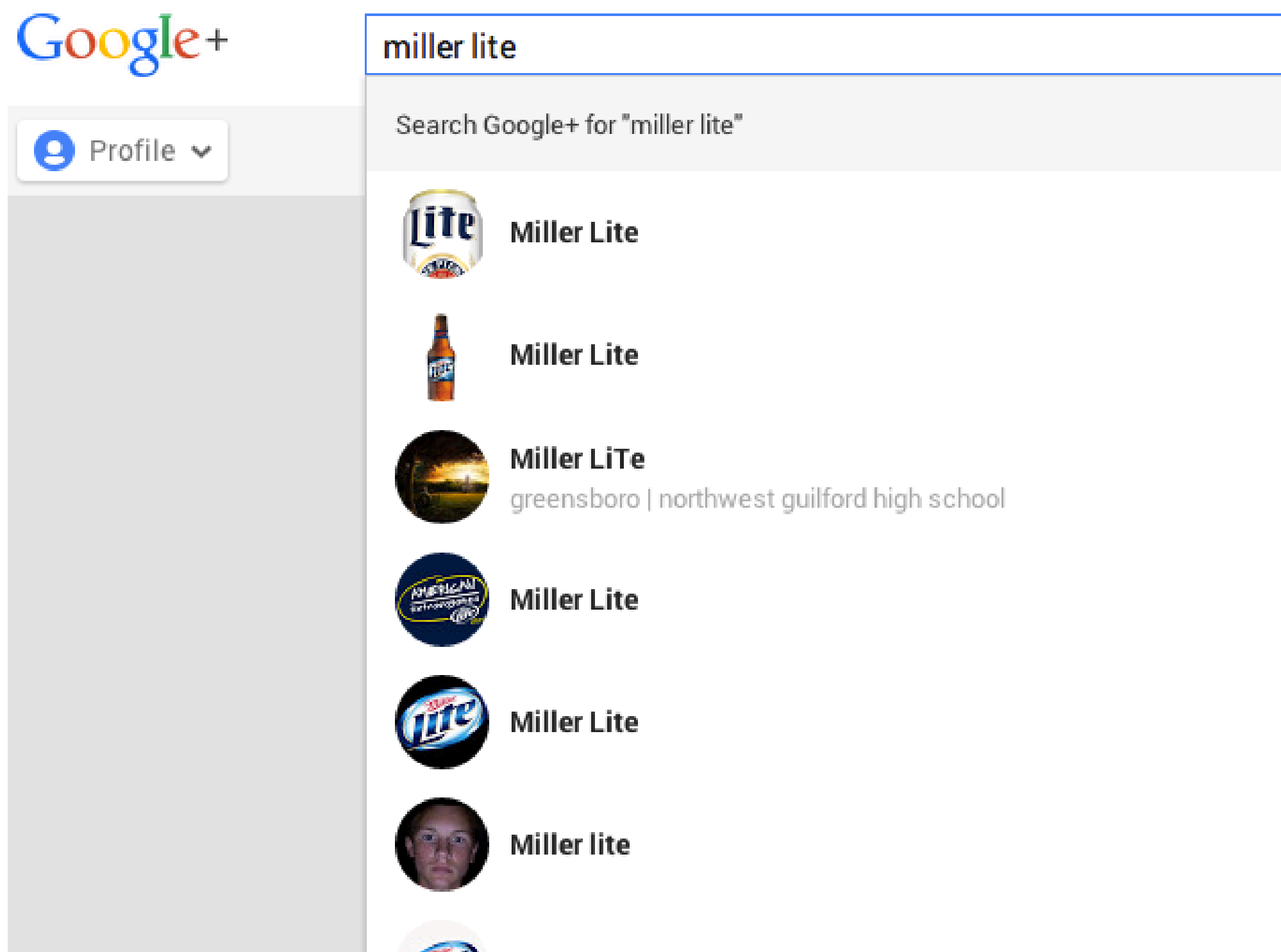
Recommendation: Re-do the confusing carousel for a cleaner navigational interface.



Google+

Issue: There are too many Miller Lite accounts (or fake accounts) on Google+ and not any relevant content.

Recommendation: Clear up the account-ownership ambiguity and populate Google+ with existing Facebook content.



Best-in-Class Example

Sam Adam's Light

The Sam Adam's Light website features a well-organized and structured product detail page with social, recipe, and nutritional information surfaced and findable. Users get a full sense of the possibilities that open up when drinking a Sam Adams Light.

HOME / OUR BEERS / SAM ADAMS LIGHT

Samuel Adams
Sam Adams Light®

Find Near You
Great tasting with a clean, smooth finish. *Sam Adams Light* is not just a lighter version of our *Samuel Adams Boston Lager* but rather the culmination of over two years of tireless research and brewing trials that proved to be worth the wait. It features a crisp and smooth roasted malt finish without any lingering bitterness, leaving you yearning for that next sip.

HOP VARIETIES
Spalt Spalter

MALT VARIETIES
Samuel Adams two-row pale malt blend and Caramel 60

YEAST STRAIN
Bottom-fermenting Lager

COLOR
Amber SRM: 11

SPECIAL INGREDIENTS

ALC. BY VOL/WT
4.3% ABV - 3.4% ABW

IBUs
10

CAL PER SERVING
119

AVAILABILITY
Year Round

TASTING VIDEO
The Light

TASTING NOTES

SOMETHING SIMILAR [OctoberFest](#) >

SOMETHING DIFFERENT [Double Bock](#) >

FOOD PAIRINGS

COMPLEMENT
Oysters Rockefeller with Samuel Adams® Summer Ale Beer Braised Swiss Chard

CUT
Po' Boy Burgers with Crispy Oysters and Cajun Remoulade

CONTRAST
Lagered and Angry Spareribs

DRINKING NOW

- Summer Ale**
Boston Beer Company
Jenn2ns Beaches On Vilano 9 m ago
- Boston Lager®**
Boston Beer Company
Steve 9 m ago
- Boston Lager®**
Boston Beer Company
HopstasticallyDelicious Debarry Golf & Country Club 11 m ago
- Boston Lager®**
Boston Beer Company
Jengster Lauvsnes 13 m ago



Current Landscape

SEO



On-site SEO Assessment

SEO Elements	Optimized/Included?
Optimized title tags	●
Optimized meta descriptions	●
Optimized Alt tags	●
Optimized H1 tags	●
Include structured data	●
Optimized internal linking	●
Including canonical tags	●
Including sitemap.xml file	●
Correct use of redirects	●
Including robots.txt file	●
Robust on-site copy	●
SEO friendly navigation	●
Authoritative external links	●

Red = Poor
Yellow = OK



Miller Lite Website

Issue: The content on the home page is created with images, meaning that search engines don't see anything when crawling the page.

Recommendation: Separate text from images as a standard SEO best practice.



Twitter

Issue: Not using social to maximize inbound traffic to web properties.

Recommendation: Optimize social traffic. Use inbound links to Miller Lite properties and merchandise to pass authority and rank to the websites. In the example below, a link to the Miller Lite cooler would have felt natural (<http://bit.ly/1nWchh9>).



 **Miller Lite** @MillerLite · Jul 12
Befriend the guy with a boat. Trust us. pic.twitter.com/LhHscM2Zlo

↩ Reply ↻ Retweet ★ Favorite

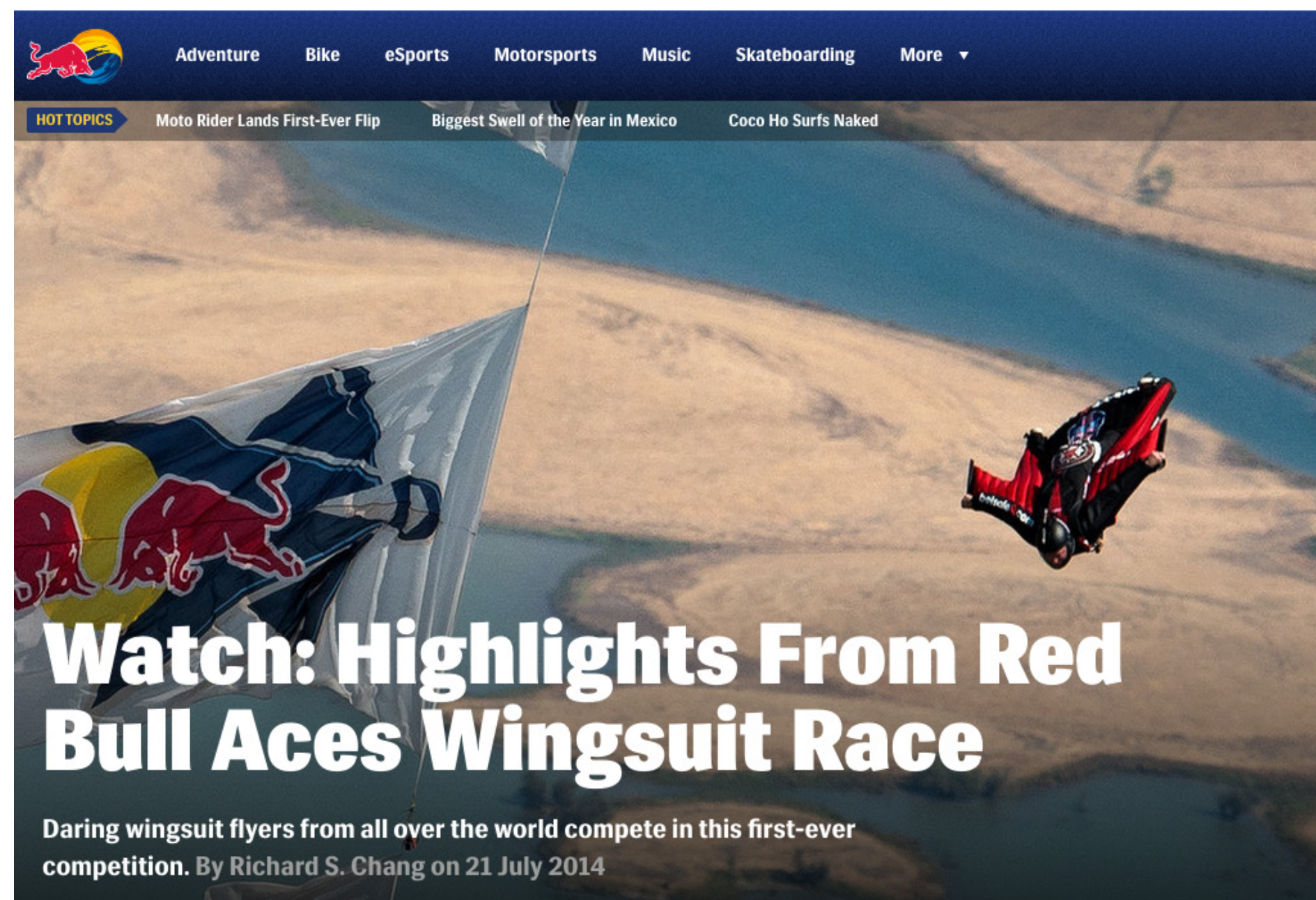
Flag media



Best-in-Class Example

Red Bull

Red Bull creates a tremendous amount of extreme sports content. The content helps to send signals to search engines and fans of extreme sports that Red Bull is the place to go for thrilling experiences.






Current Landscape

Channel Roles



Channel roles

	PLATFORM	PURPOSE	Information	Commerce	Entertain	Dialogue	Campaigns
CORE	Miller Lite Web	Passthrough site for campaigns	X		X		
	Shop Miller	Buy Miller Lite merchandise	X	X			
SUPPORTING	Brand Content	Go where the audience goes			X		X
	Apps	Campaign tie-ins			X		X
		Tell brand story and news updates	X		X	X	
		Commercials and recipes	X		X		
		Tell brand story and news updates	X		X	X	

TUMBLR

Issue: TUMBLR is an underutilized resource by Miller Lite.

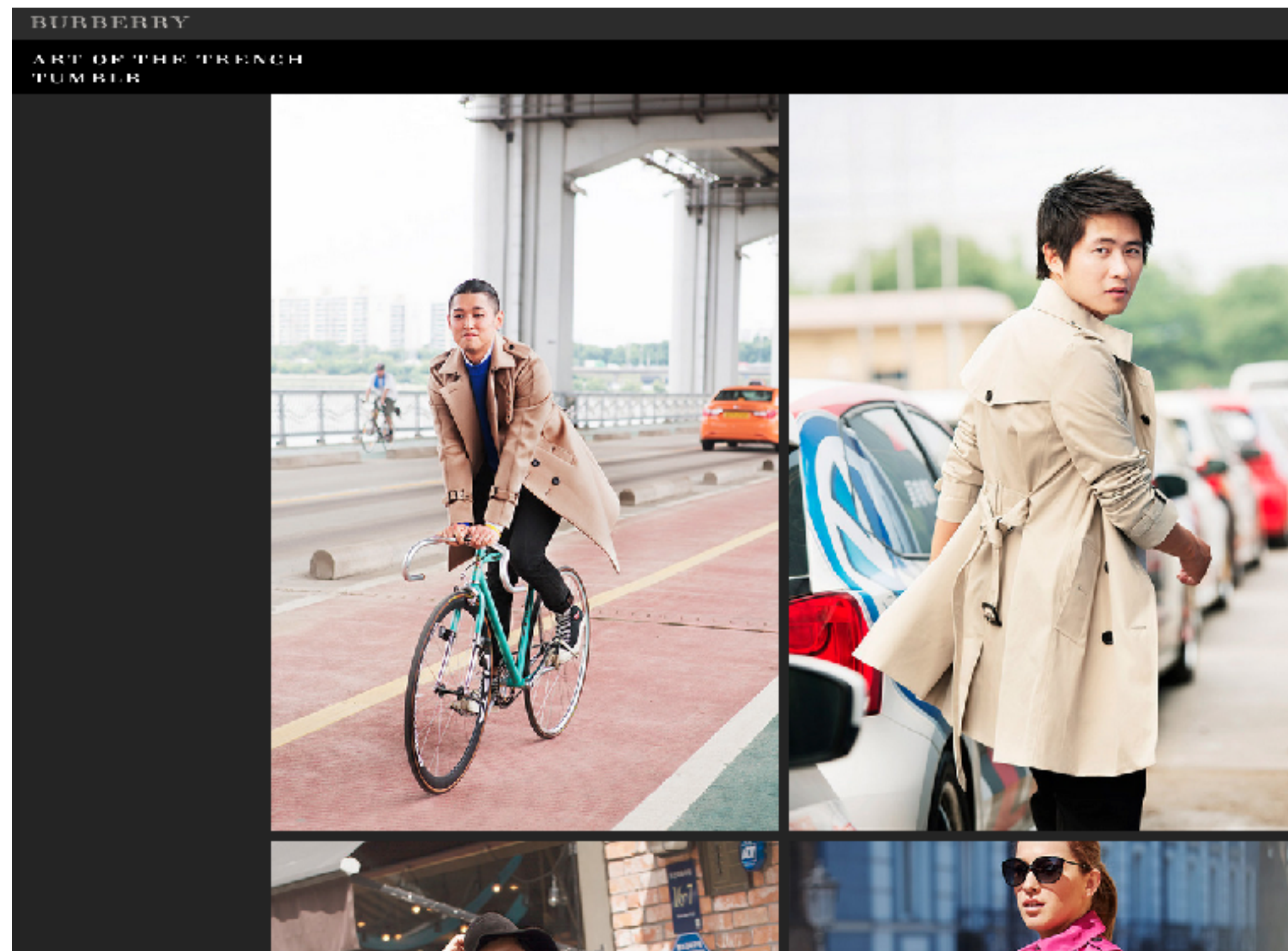
Recommendation: TUMBLR is a versatile publishing platform that can handle social campaigns and be leveraged to encourage younger Key Beer Drinkers (21-25) to get involved with the brand.



Best-in-Class Example

Burberry

Burberry cross-promotes social channels and provides native experiences depending on the role of the channel.



Scorecard

Brand Voice and Tone

3

Friendly, relaxed voice on social channels and ads, but undeveloped on website.

Themes and Topics

3

In-line with current social strategy that is winning sentiment; a differentiated approach would stand out further.

Organization

2

Confusing information architecture on site. No way to easily discover the catalogue of iconic, award-winning ads.

SEO

2

Not enough on-page SEO in the website. The beer industry lags in general, so opportunities exist.

Role of Channels

2

Disjointed experiences in web properties. Some social channels neglected.

Key

1 = poor

2 = below standard

3 = above standard

4 = best in class



**PROPOSED
DIRECTION**



Content Strategy Vision

Harness and express the authentic experiences of key beer drinkers while harkening back to a simpler time that mythologizes the origin story of Miller Lite.



1972

1974

1989

1990

1992

1994

1996

1998

1999

2001

2003



Differentiate Content

Bud Light - garish, busy

Miller Lite - authentic, real

Heineken - international, flamboyant

Miller Lite - regional, artisanal

Corona - seaside vacations, life is a beach

Miller Lite - lakes, backyard grilling

Coors Light - cold, bold

Miller Lite - crafted, heritage

Red Bull - extreme sports, participation

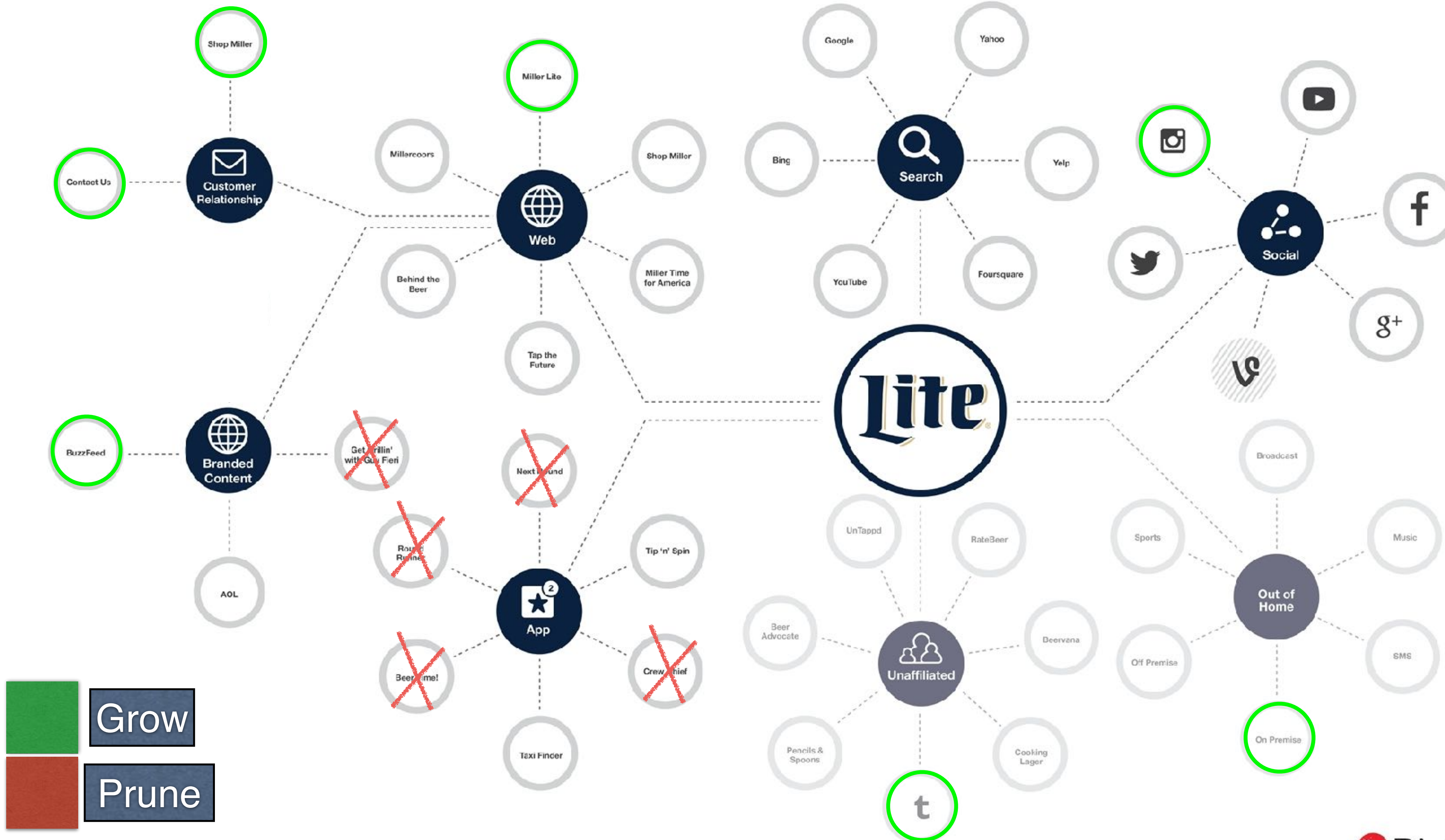
Miller Lite - extreme leisure, fun-loving fans

Pepsi - exuberant, kinetic

Miller Lite - purposeful, joyful



Grow and Prune



Refine Themes and Topics



BRAND
IMPERATIVES

BREWED

BROTHERHOOD

Themes

The Original
Lite Beer

An American
Classic

Bros &
Brotherhood

Sports, Fans,
and Extreme
Leisure

Topics



Product Placement, Can and
Bottle Fanfare, Back story,
Historical commercials,
singular figures in history who
were as important as Miller
Lite

Patriotic, all-American, apple
pie, flag-waving, jeans-
wearing, hard-working KBD
icons



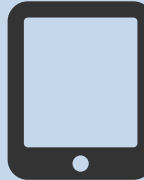
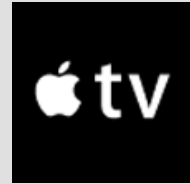



Shared moments, special
moments, random authentic
moments of connection,
friendship, moments at the
bar, last call, helping a friend
get home

Party Deck, Bar & Grill,
Brewery Tours, River Floating,
Bags, boating, lounging,
canoeing, partying, Top Golf,
Alabama Baby Showers

Refine Channels

	PURPOSE	Information	Commerce	Entertain	Dialogue	Campaign	SEO
CORE	Miller Lite Web	Passthrough site for campaigns	x		x		x
	Shop Miller	Buy Miller Lite merchandise	x	x			
	Brand Content	Go where the audience goes			x		x
SUPPORTING	Apps	On-premise	x	x	x		x
		Tell brand story and news updates	x		x	x	x
		Commercials and recipes + old ones					x
		Tell brand story and news updates	x		x	x	x
		Curate ML clothes and coolness	x	x	x	x	
		Maximize search results	x		x	x	x
		Host campaigns and UGC			x	x	x

Clarify Role of Devices

	Channel	Role	Purpose
CORE		On the go, at the bar	Smartphones provide in-context content for the key beer drinker at beers, parties, music and sporting events. Get the beer, get the girl.
		At work	When the key beer drinker is at work, they are dreaming of the night or weekend ahead. Share posts, make plans, forget the workweek.
		On the couch, with second screen	Relaxed and receptive, the key beer drinker is looking to supplement his viewing experiences while he tunes out commercials.
SUPPORTING		Think differently about TV	Looking for new channels, new experiences, and limited advertising.
		In the mood; on a jog	Out on a jog or just relaxing, the KBD is receptive to the right audio inputs.
		Looking for a good time, real or imagined	Your key Nerd beer drinker has his eyes on the prize. A cold one.
		It's Miller Time	Your smart watch knows when it's time for a drink. Voice command, Miller Lite activate!



Now



Future

Website lacks brand storytelling and design panache

Transform the website into a content hub for extreme leisure KBDs and American-retro enthusiasts to engage with the OLC.

Apps are not leveraged to maximize consumer touch points

Consider apps such as a Bartender Beacon or a Music Field Guide to reach consumers at the moment of impact.

Mobile web lacks utility for beer drinkers on the go

Add a Beer Locator to the mobile website so users can quickly find Miller Lite kegs, ML Party Decks, and Miller Lite on draft.

Cadence is inconsistent and brand content partnerships are underdeveloped

Establish an editorial calendar that maps out the quarterly and annual brand content across channels.

Corporate Social Responsibility (CSR) exists at the brand and corporate level

Use the corporate site to house CSR initiatives and keep the Miller Lite site focused on the key beer drinker experience



**THANK
YOU**



UNION
MADE

UNION
MADE