

## INDUSTRY

Food & Beverage

## REGION

Houston, TX

## CONTRACT RELATIONSHIP

Agency of Record

## CHALLENGE

Well-known brand looking to reduce Cost Per Thousand (CPM), increase brand presence at sponsored events and better engage with patrons.

## SOLUTION

Digital Campaign and Sponsorship through On-Premise Activation Events, Branded Marketing Materials, Email Campaign and Social Media



# MOLSON COORS MILLER LITE

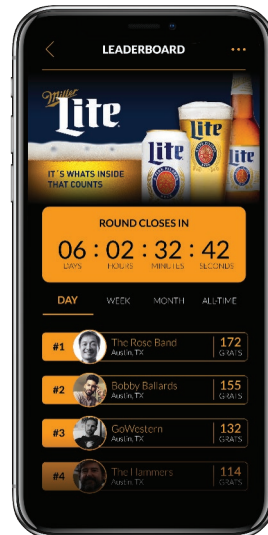


**PICKLEJAR™**

**CASE STUDY**

# WHAT WE CREATED

Through an agreed upon partnership, PickleJar hosted on-premise activation events at Houston venues and activated both the music artist and the venue networks in a hyper local way through radio advertising, a thorough social media campaign (including a strong addition of Facebook Live broadcasts ), an email campaign, PickleJar+ livestreams, and through branded collateral (step and repeats, on-premise signage, limited edition posters, etc.) for each event. Through the activation of these network of networks, PickleJar successfully increased fan flow of money to both the venues and artists associated with the event and decreased the cost of hyper local marketing and advertising for the brand partner, Miller Lite. Furthermore, PickleJar utilized the PickleJar app to unlock fan flows of social engagement and on-premise share of wallet.





**PICKLEJAR™**



**PICKLEJAR.COM**

**PICKLEJAR PRESENTS** ★ ★ ★ ★ ★

**SEPT 3<sup>RD</sup>**  
OPEN DOORS 7PM

**GIOVANNIE AND THE HIRED GUNS**  
FEATURED ARTIST **KYLE NIX**

TICKETS \$20  
\$30 DAY OF

**AT MO'S PLACE**  
21940 KINGSLAND BLVD  
KATY, TX 77450

Miller Lite MO'S PLACE

#TIPSONMETHIN

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**AT MO'S PLACE**  
21940 KINGSLAND BLVD  
KATY, TX 77450

**JULY 2**  
FREEDOM FRIDAY  
FEATURED ARTIST **SUNDANCE HEAD**

TICKETS \$30 / \$35 DAY OF

Miller Lite

#ARTISTFIRST

## RESULTS

- Reduced Miller Lite's CPM from an industry average of \$12-\$14 to \$5-\$6.
- Venue owners shared that bar sales increased up to 33% during PickleJar's Miller Lite sponsored PickLounge events. Additionally, co-branded event posters became "keepsakes" of the events.
- The first "Hold My Beer & Watch This" Acoustic Performance over Memorial Day weekend completely sold out, with the venue having to turn people away at the door.
- Data indicates an up to a 30% increase in audience activation during a LIVE event, including tipping the artist. The average tip increased 22%, including donations to non-profit community causes.
- The social campaign for each event earned an average total reach of 17,535 and an average total engagement of 645.
- Musicians proudly promoted/thanked Miller Lite LIVE from the stage with an average of 5 mentions/hour. Data indicates high degree of likes and shares on social platforms within 48 hours of each event. Fan engagement increased significantly during the event from fans using the app for song requests and shout outs.

**JOIN US!**

FOR A NIGHT OF LIVE MUSIC AND GOOD COMPANY AT MO'S PLACE KATY!

COME ENJOY APPETIZERS AND BUCKETS OF MILLER LITE ON THE UPPER DECK.

**SPECIAL PERFORMANCES FROM**

NASHVILLE NATIVE COUNTRY SINGER ERIC BURGETT, AND LOCAL COUNTRY ARTIST, DAVID JOSEPH!

**MO'S PLACE**  
THURSDAY, JANUARY 27TH  
7 PM

Miller Lite PICKLEJAR MO'S PLACE

**PICKLEJAR PRESENTS** ★ ★ ★ ★ ★

**FREEDOM FRIDAY**

**JULY 2<sup>ND</sup>**  
OPEN DOORS 4PM  
**AT MO'S PLACE**  
21940 KINGSLAND BLVD  
KATY, TX 77450

TICKETS \$30  
\$35 DAY OF

FEATURED ARTISTS  
★ **SUNDANCE HEAD**  
★ **BRI BAGWELL**  
★ **ALEX COBA**  
★ **MORGAN ASHLEY**

Miller Lite

PICKLEJAR.COM