

The Miller Power Play

Generation of Revenue.



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Good.



Better.



Best.



What does it take to go from GOOD to BEST?

10



9

8

7

6

5

4

3

2

1

THE MILLER POWER PLAY

THE MILLER POWER PLAY



Where else can you SHIFT AWAY from your competition in 10 minutes?

Brewing a Huge Success!




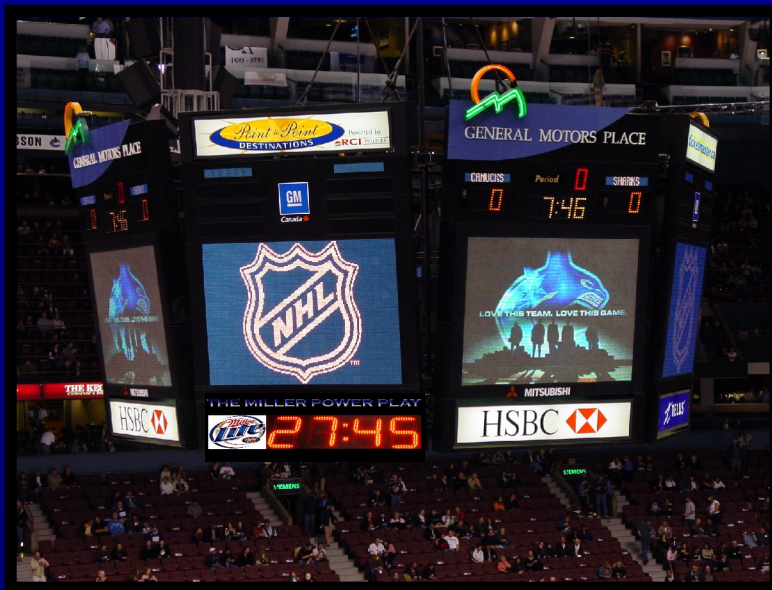
The Promotion Is A: **WIN. WIN. WIN. WIN.**

1. BRAND	Attachment with the Consumer, Team, and Community
2. TEAM	Off-Site Consumer Attachment, Loyalty
3. FAN	Drink Special, Loyalty Incentive, Attachment
4. COMMUNITY	↑ Sales and Traffic at local Venues

emPOWER the brand



	GOOD	BETTER	BEST
MILLER BREWING	Happy Hour	Miller Lite Girls	THE MILLER POWER PLAY  27:45



emPOWER the team sponsorship



CASE STUDY:

Pewter Partner, Tampa Bay Buccaneers

- ◆ Miller Lite Party Deck
- ◆ Season Kickoff Party
- ◆ Tailgate Spotter Program
- ◆ Draft Party

Where's the Retail Activation Component?

Implement: The Miller Power Play



emPOWER team sponsorships



RETAIL ACTIVATION

- ◆ Activate the Miller Power Play Clock for Every Buccaneer Rushing Touchdown
- ◆ *NFL Teams score a rushing touchdown on average .842 times per game*

LOCAL IMPLEMENTATION

- ◆ Four (4) TGI Friday Locations
- ◆ Lee Roy Selmon's (Official Bucs Sports Bar)

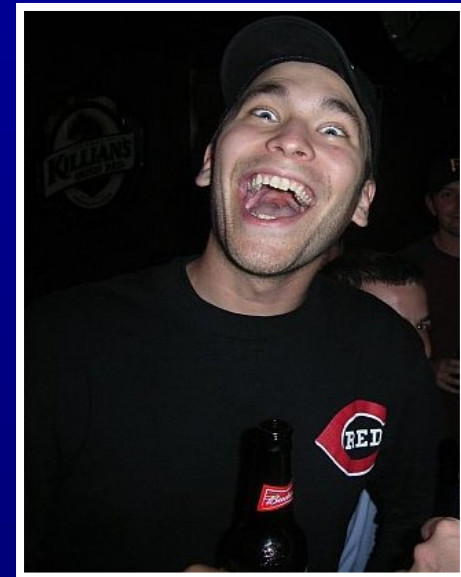


emPOWER Consumers



Think Rationally. - What do consumers really want when they are watching their favorite team at the bar?

- ◆ CHEAP Prices
- ◆ Socializing in a FUN Environment
- ◆ A Sense of Team AFFILIATION
- ◆ ASSOCIATION with a Brand



emPOWER Retailers/community



What do owners want from a promotion at their bar?

- ◆ Foot TRAFFIC... Leading to Larger Volumes in SALES
- ◆ OWNERSHIP = More Effort
- ◆ A FUN Environment
- ◆ Strengthened RELATIONSHIP with Corporate



Costs to Brew the Promotion



LOCAL

5 Retail Outlets x \$400 = \$2,000

2 College Retail Outlets x \$400 = \$8,000

NATIONAL (26 Permissible States)

\$2,000 x 14 NFL Markets = \$28,000

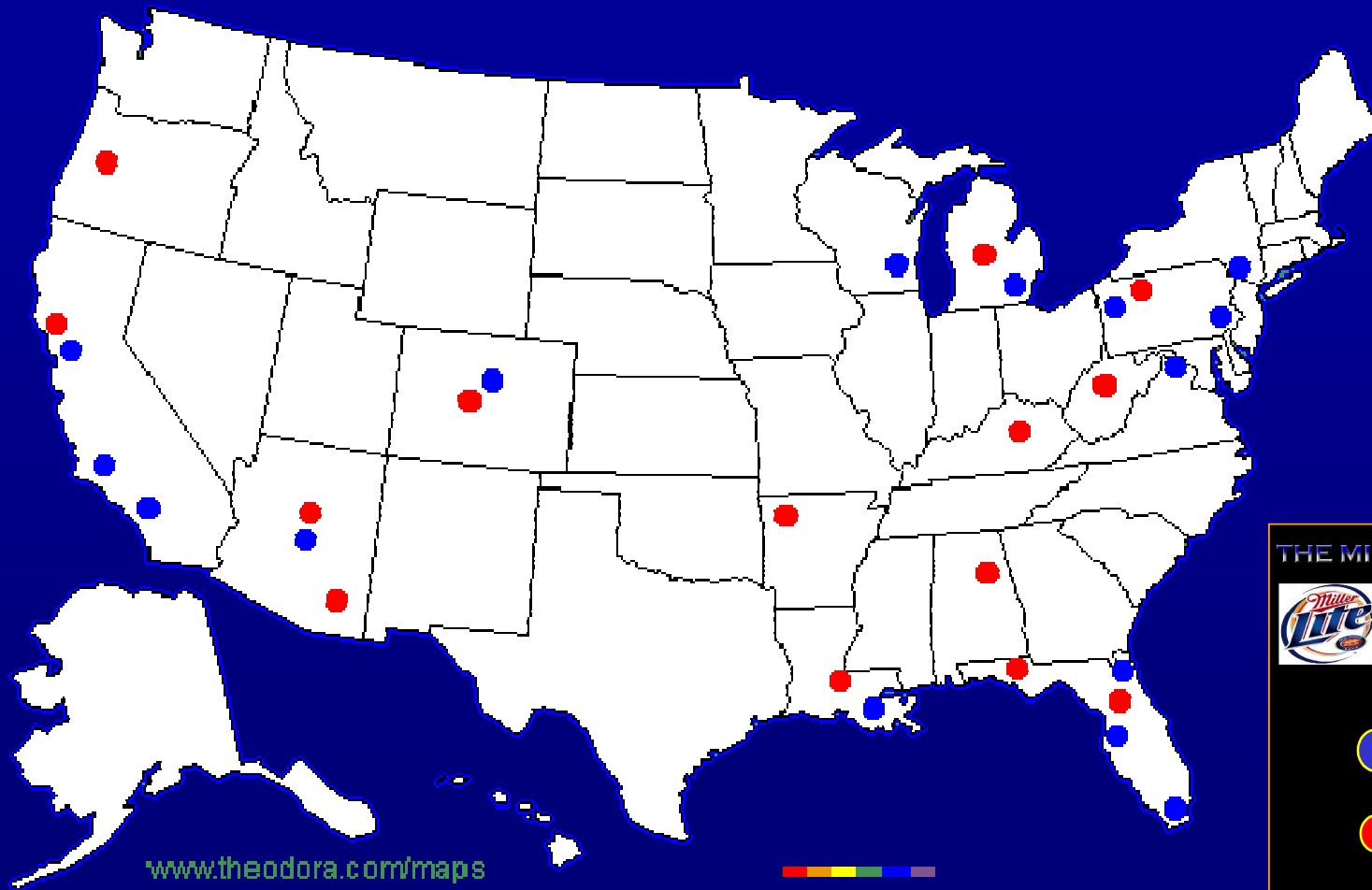
\$800 x 14 College Markets = \$11,200

Total \$29,200 (Split 50/50 by Corporate)



In Comparison... Super Bowl Ad: \$2.4 Million

The u.s. emPOWERED from coast to coast



THE MILLER POWER PLAY



27:45

- Pro
- College

Oh that Sweet Taste...



- ◆ Brand Loyalty
- ◆ Sponsorship Enhancement
- ◆ Powerful Relationships



Questions?

Thank you for your time and attention.

Markets

Major Markets in Respective States

Phoenix, Los Angeles, Oakland, San Diego, Miami, Jacksonville, Tampa, Denver, Washington D.C., Detroit, New Orleans, Pittsburgh, Philadelphia, Milwaukee, New York City