

Michelob
ULTRA



Meet the team



Anurag
(AAD)



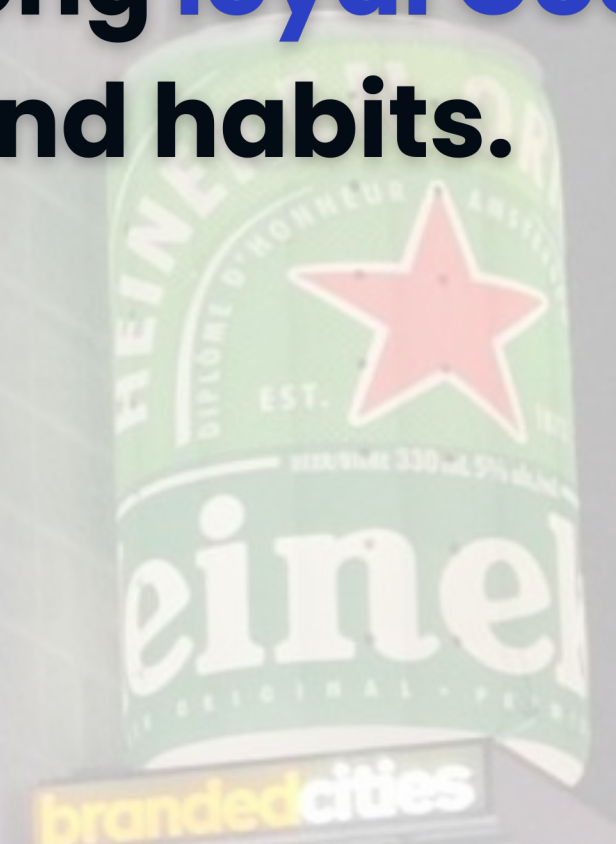
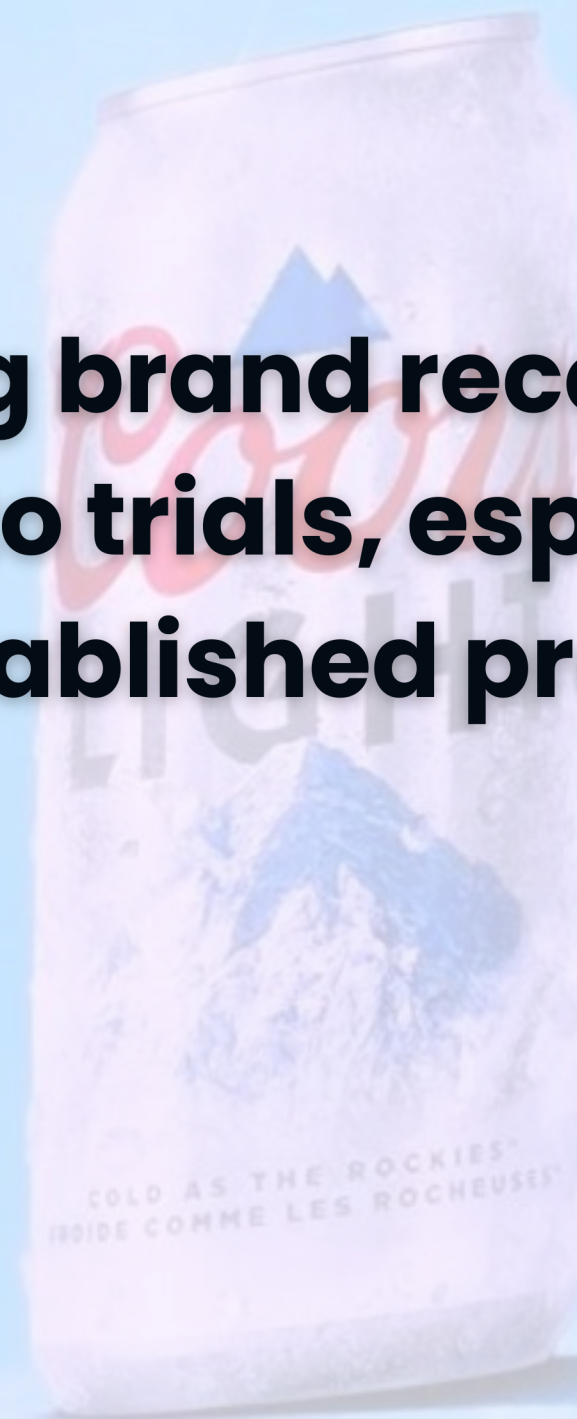
Misha
(AAD)



Purva
(AAM)

Michelob Ultra has strong brand recognition but struggles to convert that awareness into trials, especially among **loyal Coors Light drinkers with established preferences and habits.**

MO...TAIN COLD
REFRESHMENT



brandedcities



The goal is to convince loyal Coors Light drinkers to try Michelob Ultra and drive **100K+** new trials by the end of 2025.

- **35+ beer drinkers who default to Coors Light**

- **They are habitual drinkers**



- **Open to a superior alternative if it aligns with their lifestyle**

- **Who stick with what they know**

Coors Light is once again the top-selling light beer in Canada.

Since crossing the threshold in March, Coors Light has continued to gain steam, Miniaci says, thanks in part to the brand's plans around summer, beer's strongest selling season.

And, Miniaci says, Coors Light's partnerships with the Toronto Raptors and six Canadian Football League teams will help drive momentum and consumer engagement through the fall and winter.

**THE COORS LIGHT CHILL TRAIN BRINGS
"CHILL" AND EPIC PRIZES TO TORONTO
ON ITS JOURNEY TO THE BIG GAME**





Same Old, Same Old

For years, beer drinkers have been stuck in the same loop, reaching for the same brand out of habit rather than preference.

ARTICLES

Alcoholic Beverage Consumption and Purchasing Trends 2024

As in years past, this article summarizes data from several different sources, published since mid-year 2023, to help readers understand what is happening in the alcoholic beverage space.

Coors Light drinkers don't necessarily prefer it, they just stick with out of habit.





No Need for Change

Beer drinkers are open to exploring new options as long as it align with their vibe and lifestyle,

Canada Beer & Cider Market Insights Report, 2024: Competition, Pricing, Shares, Sales, Packaging, Consumer Trends, Packaging and Distribution

Research and Markets
October 16, 2024 • 2 min read



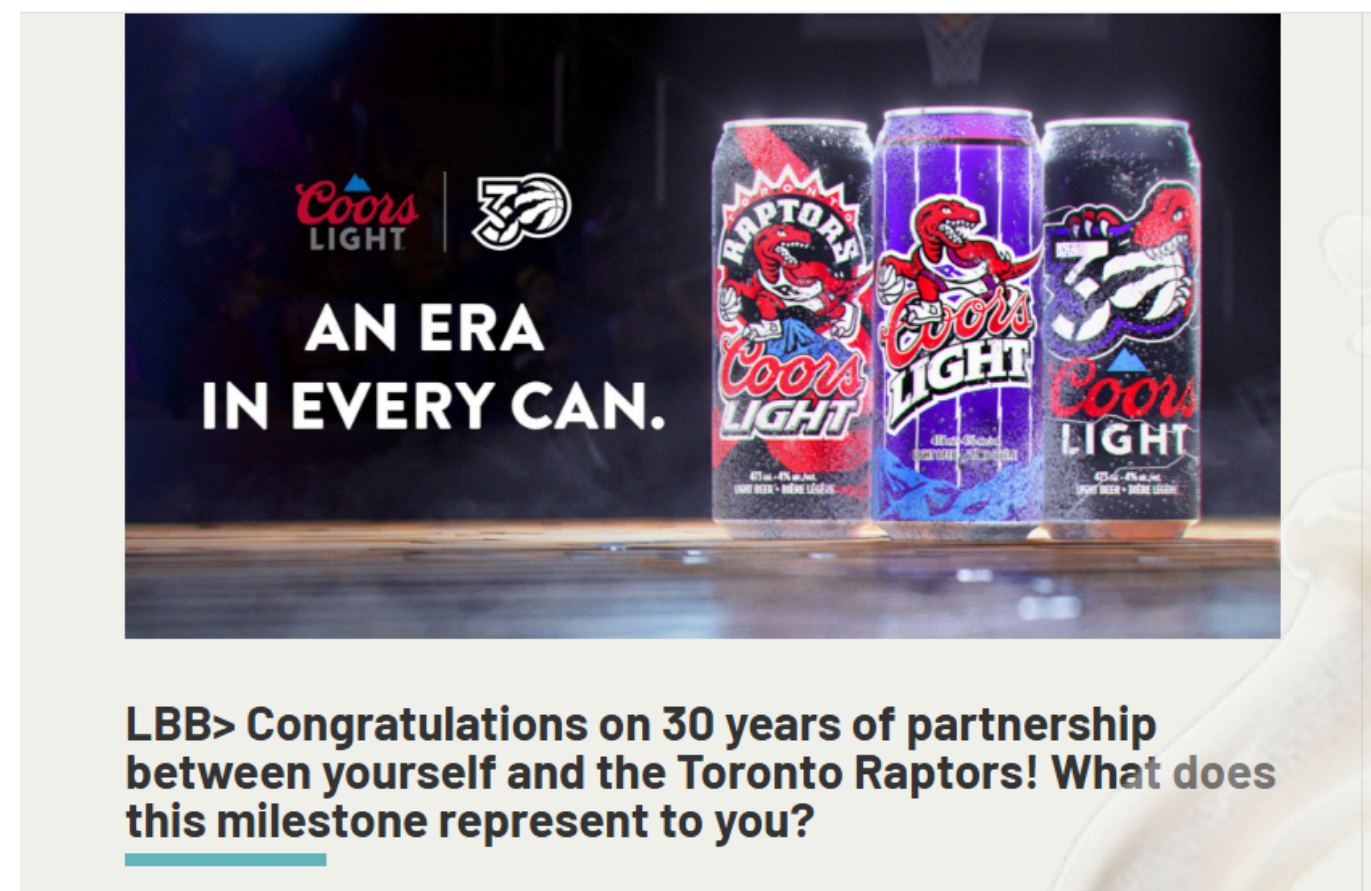
but their loyalty to Coors Light makes them feel changing is unnecessary



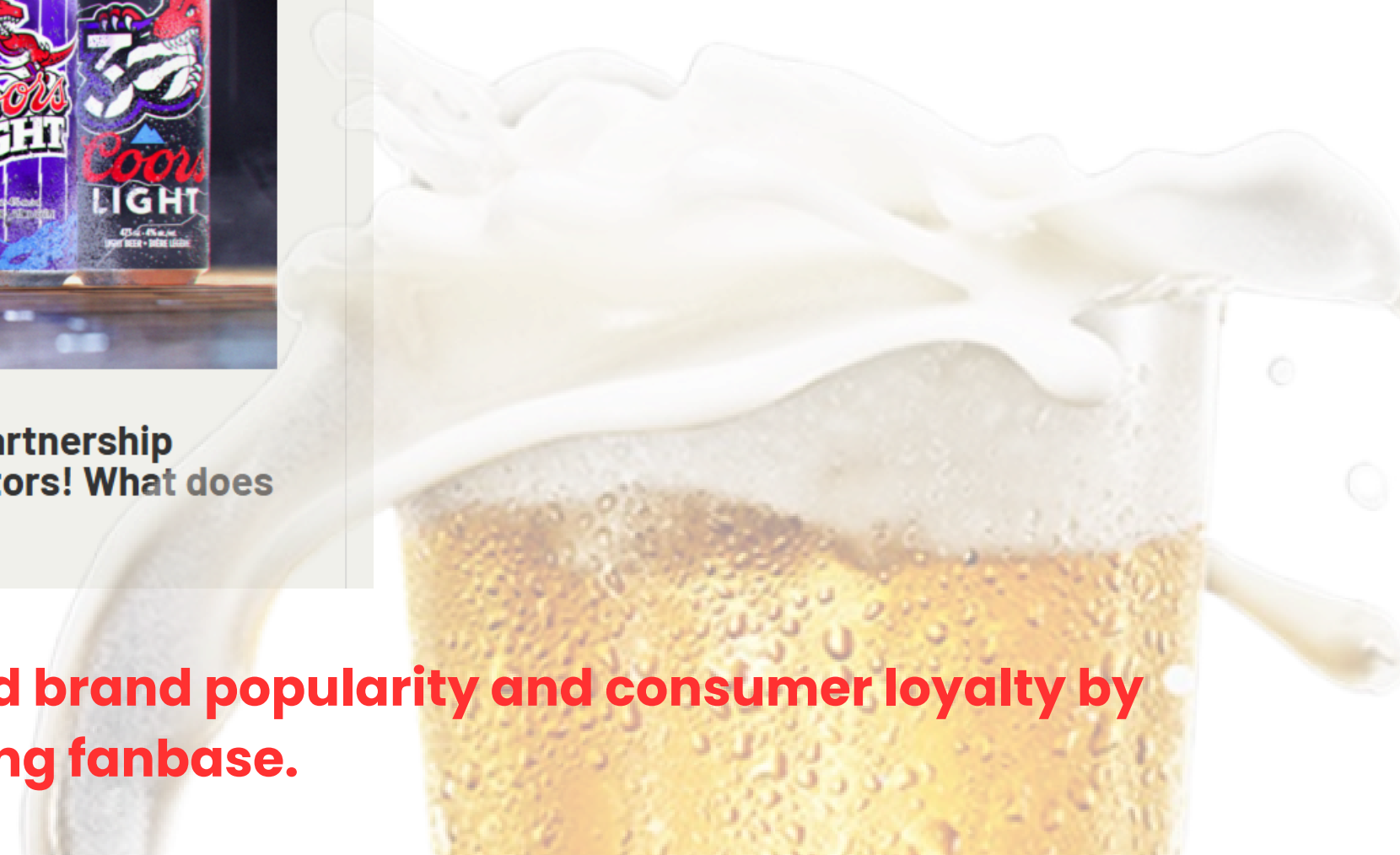


Association with the popular team and culture.

Fans often stick to a beer brand if it's linked to their favorite sports team, making the game experience feel even better.



The Coors Light partnership with the Toronto Raptors boosted brand popularity and consumer loyalty by tapping into the team's strong fanbase.



Our Next Moves:

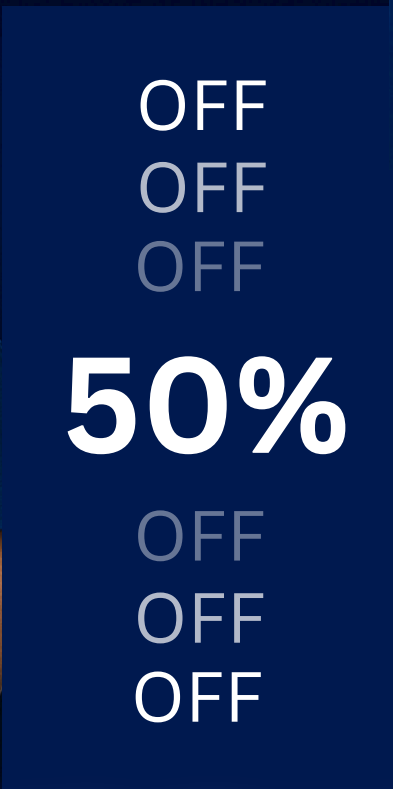
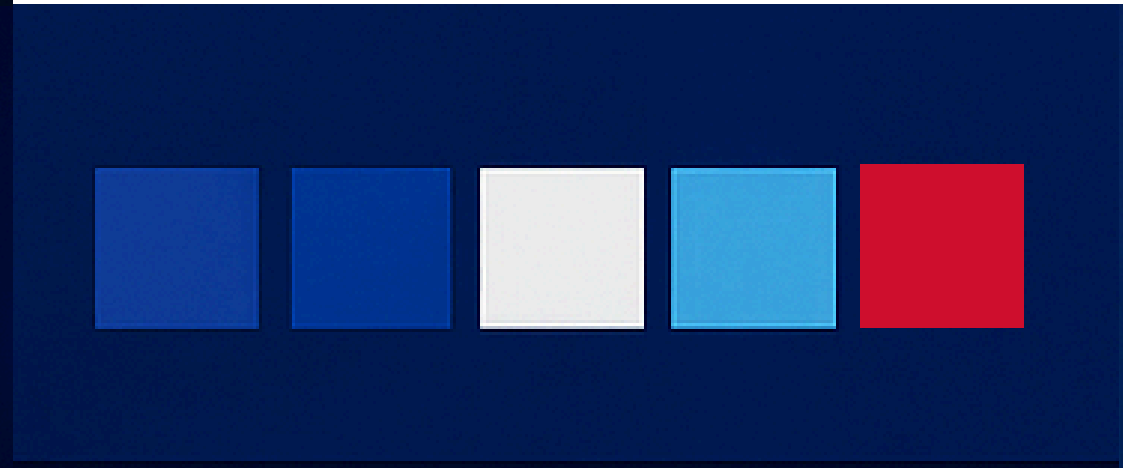
- Smoothly shift purchasing habits
- Elevate simple moments with Michelob Ultra
- Tap into Canadian culture and sports



**“KEEP IT LIGHT.
MAKE IT ULTRA.”**



Making every light moment **ULTRA!** Where the **occasion stands out** and the beer fits naturally into the celebration. It is key to encouraging people to switch their beer choice **without feeling overwhelmed.**



KEEP IT LIGHT. MAKE IT ULTRA.

Experiential



Experiential




Social



Social

micelobultracana

NBA TICKETS SOLD OUT?



Find us at Yonge-Dundas Square!

31 1 3

micelobultracana 🏀 NBA Tickets Are SOLD OUT....But We've Got You Covered!
Swap your empty Michelob Ultra can for a fresh one and enter for a chance to WIN NBA tickets! 🔥
🌟 Two lucky winners will even score VIP seats!
📍 Find us at Yonge-Dundas Square. Don't miss your shot!
[#KeepItLightMakeItUltra](#) [#UltraNBA](#) [#SwapForTheWin](#)

Experiential



Experiential



Guerilla



Guerilla





Digi



Digital display



Digital display



ONE FINAL
LAP

ONE ULTRA
REFRESH

90 CALORIES
PER 355 mL SERVING

3g CARBS
PER 355 mL SERVING

90 CALORIES
PAR PORTION DE 355 mL

3g GLUCIDES
PAR PORTION DE 355 mL

Michelob
ULTRA
RE LÉGÈRE EXCEPTIONNELLE

READY. SET. ULTRA.
50% OFF WHEN YOU GRAB TWO.

The advertisement features a background image of several Formula 1 cars racing on a track, with a prominent yellow DHL banner in the background. In the foreground, two cans of Michelob Ultra beer are displayed, showing the brand name and nutritional information. The text 'ONE FINAL LAP' and 'ONE ULTRA REFRESH' is prominently displayed at the top. The bottom right corner features the slogan 'READY. SET. ULTRA.' and a promotional offer '50% OFF WHEN YOU GRAB TWO.' A red ribbon graphic element is visible on the right side of the bottom section.

Digital display



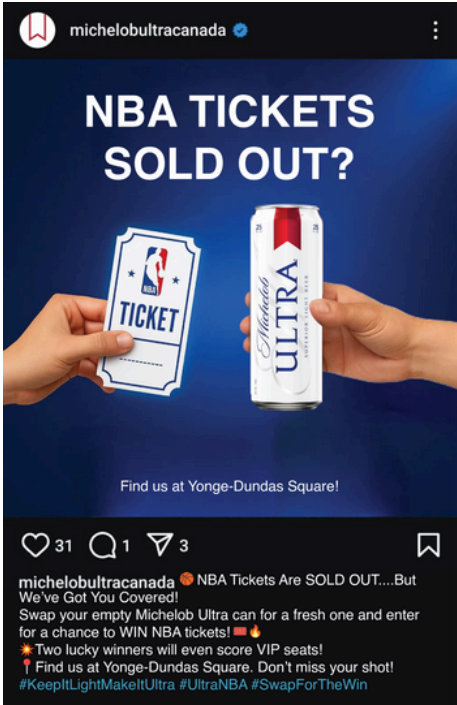
Digital display



Why it works

- We are **breaking** their same old routine and purchasing habit of having coors light beer.
- Michelob Ultra is your new go-to for a taste that **matches your Lifestyle**.
- By smoothly adding in the word "**light**" (thanks, Coors!), We will create a buzz by **mocking our competitor** in quirky way.







Cheers !

Clinking bottles*