

Coors - Scotch Rainbow (Slogan Pitches)
By Haley Billson

Coors' slogan: "Brewed with Rocky Mountain Water" / "The Mountains are Calling"
Scotch's slogan: "Tape Beyond Strong"

SLOGAN IDEA #1

"Coors Light: The lager you're stuck on."

SLOGAN IDEA #2

"You'll finally taste what's at the end of the rainbow."

SLOGAN IDEA #2

"Keeping it together with the strength of the Rockies since 1873."