

# Coors Light/NBA Recommendation in Australia, South Korea, and Latin America

## Situation

- Coors light has a long-standing image of being a beer that is consumed in relaxed, casual spaces and therefore has morphed into an image of being enjoyed by middle aged men, chilling on the couch, and watching T.V
- On top of trying to brand Coors Light as a popular, premium brand, we are trying to market our NBA partnership, a sport association that is not really watched in our international markets
- In the efforts to attract young adults across in our Latin American, Australian, and Korean markets, Coors Light's partnership with the NBA will be leveraged to demonstrate the status and swagger of the NBA and as well as the hype and intensity of experiencing the game while drinking a refreshing, from the Rockies beer.

## Opportunity

- We have the opportunity to revamp Coors Light to be a first-choice beer for millennials all over the world to experience being fully present in the moment when drinking Coors Light.

## Strategy

- Use different components of the NBA experience and Coors Light branding to tailor a marketing plan for each market to generate curiosity and have premium be associated with Coors Light

## Market Recommendations

### Australia

- Playing into the consumer insight and the immediate emotion and functional gratification that Coors Light provides
- When marketing the NBA emphasize the value of the experience of the Silver Seats, a "once in a life time opportunity to be immersed in the intensity and hype of the NBA culture" or "you can have the chance to have a once in lifetime experience in the Silver Seats by simply purchasing a refreshing, from the Rockies Coors Light Beer"
- Because consumers do appreciate convenience, I recommend that the Silver Seat experience in the hummer be a one stop shop with all the proposed amenities
- For the local marketing level, pop ups modeled after a tail gate party can be a simple, yet fun and attractive to onlookers. Nothing too extravagant, just casual and inviting.

### South Korea

- Focus on images of individuals with groups how they are portrayed, cool, attractive when drinking Coors Light
- There should emphasize on the environment of the NBA, who is all there, what is the energy? Use influencers, pop artists to make that connection.
- Pop ups that are highly interactive can help break down barriers and start creating awareness a loyal consumer base. Higher end sensorium's that give full NBA experience with high dining, delicious-smelling, music. Folks can take pictures here and share online their experience and show off the ambiance.

### Latin America

- Create a social media presence to demonstrate what CL is all about with strong influencer endorsement
- Use social media demonstrate Coors Light being immersed in their culture, at their festivals, in neighborhoods, with the people
- Play on immediate gratification, the insight and the functional and emotional component
- Emphasize that they can have the chance to win an amazing experience through simple purchase of refreshing beer.

- Pop up that is fun and interactive with music, countries food, VR showing the rocky mountain experience and a simulation of NBA game, almost carnival/fair like, BBQ style with beer (Back up how CL brings you into the moment by creating a space where they are in the moment)