

## Miller Brewing Company

**AdverTickets valet ticket campaign proves an effective way to advertise Miller's new "malternative" SKYY Blue malt beverage to 20-somethings**



### SITUATION

When Miller Brewing Company launched its new "malternative" (alternative alcohol drink) SKYY Blue citrus-flavored malt beverage, the company was looking for a unique way to introduce its new product to 20-somethings who were increasingly turning to these types of alternative alcoholic beverages.

### STRATEGY

Miller looked to AdverTickets to help create an innovative advertising program that would reach trend-influencing individuals as they walked in the door of clubs and entertainment venues that offered the new premium spirit. Miller hoped that by promoting its new spirit to consumers at clubs and entertainment venues, it would help boost sales at places where SKYY Blue was already on the shelves and also get the product on shelves where it wasn't already being sold by creating a "buzz" and consumer demand in the marketplace for the beverage.

### EXECUTION

Utilizing AdverTickets' large network of valet and parking companies, Miller was able to select venues that catered to its target audience—more affluent, trendy consumers who frequented clubs and entertainment venues with valet service. Miller launched an aggressive valet campaign distributing 760,000 SKYY Blue valet tickets in five months.

### RESULTS

With the introduction of several other "malternatives" in the market around the same time, Miller's valet campaign was successful in directly reaching its target consumer at the point of purchase. Miller was able to successfully get its SKYY Blue spirit into bars and clubs where it wasn't initially being sold.

Don Faust Jr. with Faust Distributing Company (Miller Brewing Company) and Tiffany Williams with Creative Animal (Faust Distributing Company's agency of record) noted that the campaign was an "effective and innovative way" for them to introduce SKYY Blue and had this to say about the program:

"This advertising medium gets right into the hands of the customers as they walk into an account! With the bright four-color design and impactful responsible drinking message, this multiple-part ticket leaves a lasting impression on the client. AdverTickets has been incredible, working closely with us through the contract phase, ticket design and printing, hand-selection of the appropriate accounts for placement and monitoring the distribution in the field."