



Coors **TOURS**

The Ask

Get harried, stressed-out 21-34-year-olds who feel they are always on to choose Coors Light in their moments of pause. Also connect the transformative nature of music to their beer, a brand built for chill.

The Problem

Summer is depicted as a time for exploration and freedom. But, that kind of summer requires both money and time — something fewer and fewer 21-34-year-olds have these days.

The Opportunity

To provide an exciting live-streamed summer concert experience for our audience, without having them empty their bank accounts.

The Strategy



Remove the barriers to chill.

The Brand Activations

Phase One

Coors Tours Festival
Activation

July 2-5, 2020

Phase Two

Coors Tours Concert
Activation

July-Sept. 2020

Phase One: Coors Tours Festival Activation



Scranton, PA

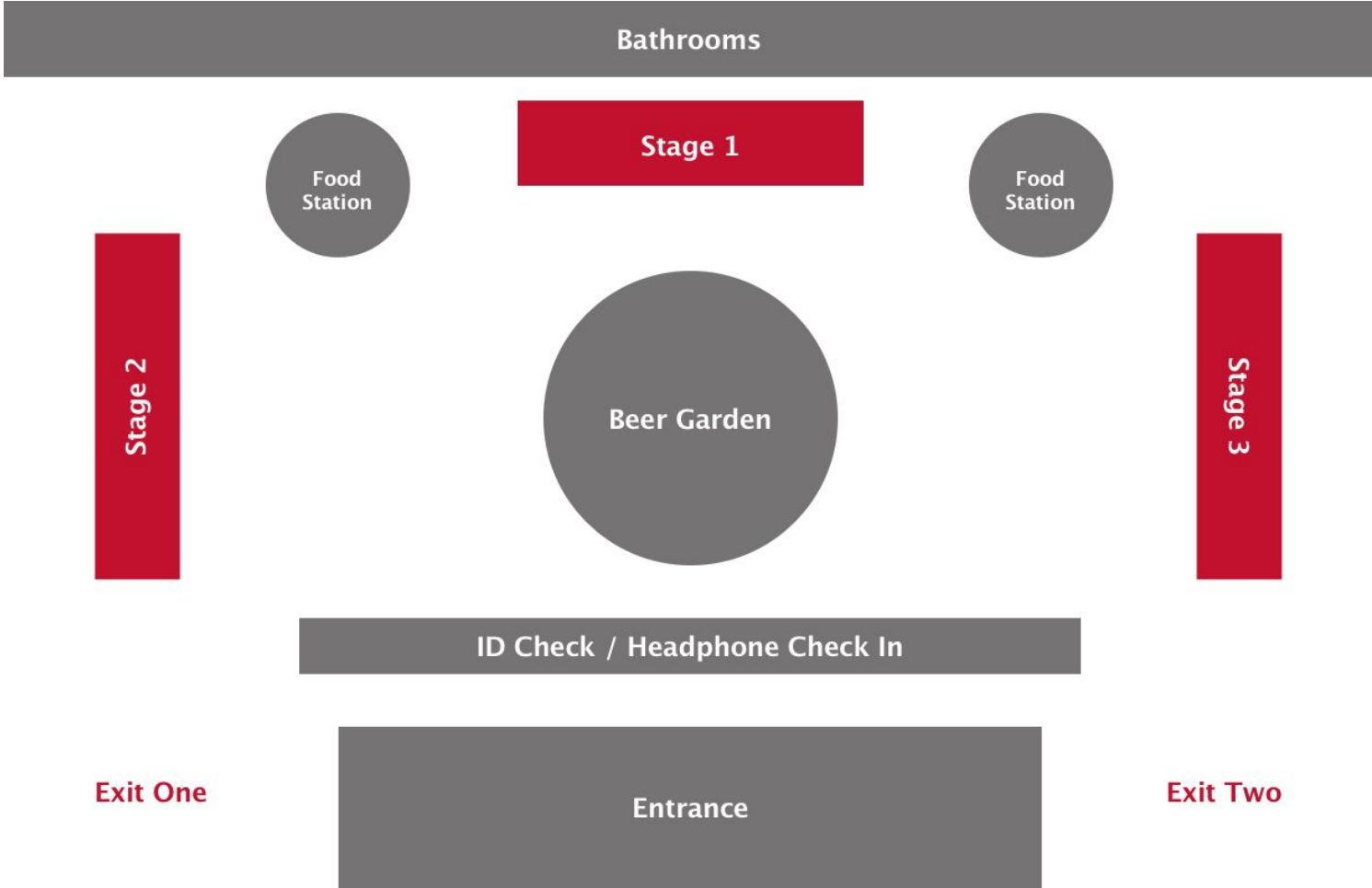


Milwaukee, WI

ESSENCE
Festival

New Orleans, LA

Phase One: Coors Tours Festival Activation

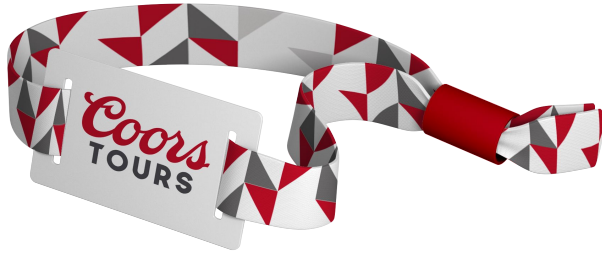


Phase One: Coors Tours Festival Activation

Visitor Journey:



Phase One: Coors Tours Festival Activation



Festival Wristband



Headphones

Coors



Coors



Coors



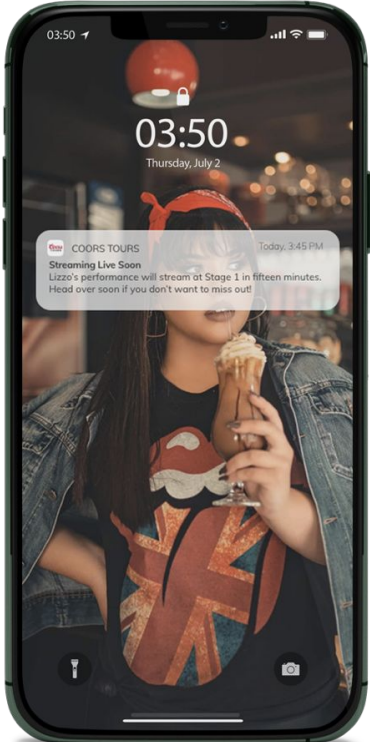
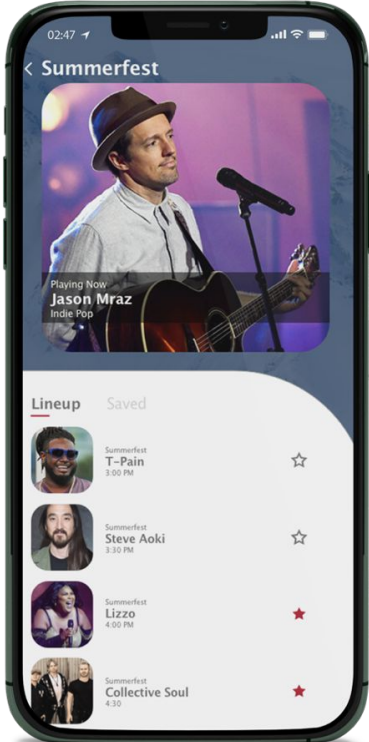
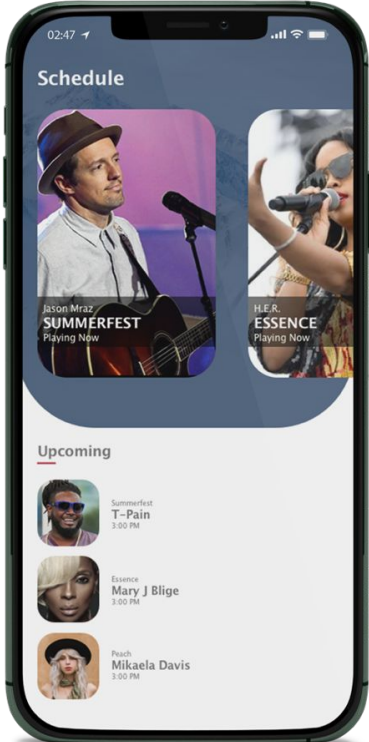
Coors





Phase One: Coors Tours Festival Activation

Mobile App



Phase Two: Coors Tours Concerts Activation



Phase Two: Coors Tours Concerts Activation



Phase Two: Coors Tours Concerts Activation

Social Campaign



Tweet



Coors Light


@CoorsLight

Quiet towns, have no fear, we're bringing the chill to you. Choose the next stop for [#Coorstours](#)


Savannah, GA

Richmond, VA

Waco, TX



Tweet



Coors Light

@CoorsLight

Quiet towns, have no fear, we're bringing the chill to you. Choose the next stop for [#Coorstours](#)

Savannah, GA

Richmond, VA

Waco, TX

25%

60%

15%

Phase Two: Coors Tours Concerts Activation

Social Campaign

Chill

Coors Light @CoorsLight 3h

Front row sounds without front row seats. #CoorsTours August 12, 2020 ft. 6lack, Lady Antebellum and Tame Impala



🔙 2.5k ❤️ 83.3k 📧

Chill