



MillerCoors Revolutionizes Creative Performance for Their Flagship Brand

Customer Profile



NAME:	MillerCoors
INDUSTRY:	CPG
# EMPLOYEES:	4,500
KPIS:	Raising brand awareness, determining optimal creative mix, increasing sales consideration

Customer Challenge

MillerCoors, one of the world's largest brewing companies, competes in an industry that requires true marketing innovation to achieve the most efficient marketing spend through the most effective creative and digital media mix.

For years, MillerCoors measured marketing efforts with a collection of tools led by their MMA solution. Their goal was to expand upon current capabilities and fill existing gaps in measuring creative, while adding a new layer of speed and granularity to develop prospective insights that drive campaign results.

In order to secure a competitive advantage, specifically with Miller Lite, they needed to find a marketing measurement and attribution solution that helped them centralize their marketing data to determine the optimal creative rotation and budget allocation to best drive consideration of monthly beer drinkers between a defined age, particularly through their digital efforts and traditional TV creative.

Solution

MillerCoors chose Marketing Evolution's solution over the competition because of the software's ability to prospectively provide timely insights to construct the optimal media mix and creative rotation for the largest return on investment as well as allow person-level visibility into how different channels perform against one another.

As an umbrella company to several brands, MillerCoors was in need of a unified measurement tool to leverage actionable digital media and creative optimizations to both course-correct active campaigns as well as implement media learning capabilities that produce long-term ROI.

This level of agility required quick, accurate, granular data on the marketing efforts that were performing well – insights that were nearly impossible to act upon without unified measurement.

With a focus on three specific channels—digital media, digital creative, and TV creative—MillerCoors' marketing team has not only come across newfound results to steer the right messaging and media for the company's target demographic, but they also found a new process for collaboration internally to reach ultimate efficiency and visibility.

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This development is proof that we have developed influence in the organization, putting us in a great place to continuously drive improvement in our business going forward”

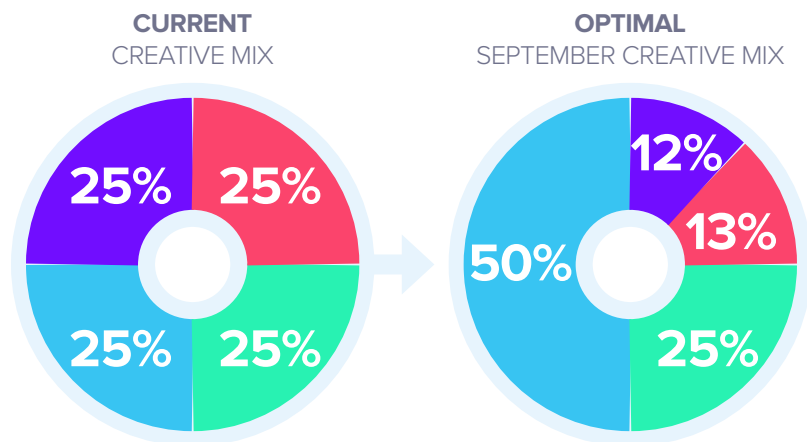
Result

MillerCoors has focused on optimizing the marketing efforts behind the creative and media mix of their flagship brand, Miller Lite. Within the first few months of implementation, Marketing Evolution found detailed insights into the company's TV advertising creative and the opportunity to optimize the impact of their digital media mix to drive consideration among beer-drinking adults of a certain demographic.

(Figure 1)

Cable TV Creative Mix (English)

WHAT IS THE OPTIMAL CREATIVE ROTATION?



+14.3% GREATER IMPACT

Most notably, Miller Lite was able to discover that their bumper video ads were performing far better than their 15-second video ad placements. Through Marketing Evolution's marketing measurement and optimization platform, the company proved that the bumper videos were the most impactful type of creative on YouTube. In optimizing the creative mix itself, among these channels, Miller Lite found a 14.3% increase in impact.

Miller Lite was able to refine the creative rotation of new ads in their active TV campaigns. Within digital, they were able to identify which creative was working and the ideal budget reallocation to increase the impact of this creative. As soon as the creative changed for Miller Lite, it changed the media mix and pushed the spend away from display ads and towards video ads.

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The company was able to justify the shift in spend through a measured increase in sales from mobile displays and the overall performance of cross-device videos. Focusing on cross-device videos with the best-performing creative within the digital budget resulted in an 8.05% increase in impact.

The impact this data had on the marketing philosophy internally was just as instrumental, as the in-house team and creative agencies began to think more collaboratively about creative performance as a whole. Through the solution, Miller Lite's team and their media agencies were able to improve the efficiency of data delivery and shift their relationship from evaluating insights on creative themes to more detailed visibility into the specific messaging and mix that had proven most successful among these channels.

Learn more

Contact your customer account representative or
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Marketing Evolution enables customers to boldly navigate the choppy waters of media buying, growth hack their marketing strategies, and maximize ROI. Our scalable technology and proprietary machine learning algorithms are backed by Nobel Prize winning research, so you can **confidently chart your course with attribution insights and actionable investment strategies.**