Young Ones Awards 2020
Miller Genuine Draft (MGD)

Background
Since 2011, Miller Genuine Draft (MGD) has lost more volume in the US than any other major beer brand.

Inconsistent branding and lack of a singular global positioning hasn’t helped.

The Great Lakes (GL) and Pacific regions make up 77% of the beer’s volume but have suffered the majority of the lost over the years.

A group that is among the most loyal in the industry drives MGD volume.

Our Target Consumer

M/F 25-34 Multicultural (African Americans + Hispanic) consumers who prefer a fuller flavored beer (Craft, Bud, Heinken, Yuengling, etc.)

Competitive Context

The competitive SOV would be Budweiser & Modelo. From our sourcing data that’s where the brand interacts and plays in fuller calorie full flavored lager

What’s The Problem?

We are increasingly lacking relevance to a younger consumer base. The brand is grounded, proud yet humble, confident not showy. The packaging is outdated the brand language is not always relevant (draft, cold filtered, etc.)

What’s The Objective?

Business – developing a new message that recruits new drinkers and excites our network that could lead to a trend change

Design - modernizes MGD, drives relevance with our growth target and visually brings together the family
What Does Success Look Like?

- If we could get energy behind MGD (similar to what we are seeing on Miller 64) to create network/system excitement
- Provide a role for Miller in the Miller portfolio and bring them close together
- Modernize the look & feel of MGD
- Modest trend change as a result of the packaging change (that could be trigger for additional investment behind the brand)

*For important background information on MGD, please see the link here: https://www.oneclub.org/downloads/2019/MGDYObriefbackground.pdf

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