

## **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 The packaging is outdated the brand language is not always relevant (draft, cold filtered, etc.)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/MGDYObriefbground.pdf>

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