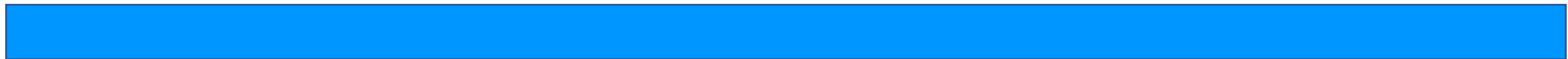




LAUNCH 33

BRANDS

CONSULTING > SALES > DISTRIBUTION





BRAND PROGRAM

w/NFC TECHNOLOGY





**Are you ready to
create raving fans ?**

Miller
Lite


Coors
LIGHT



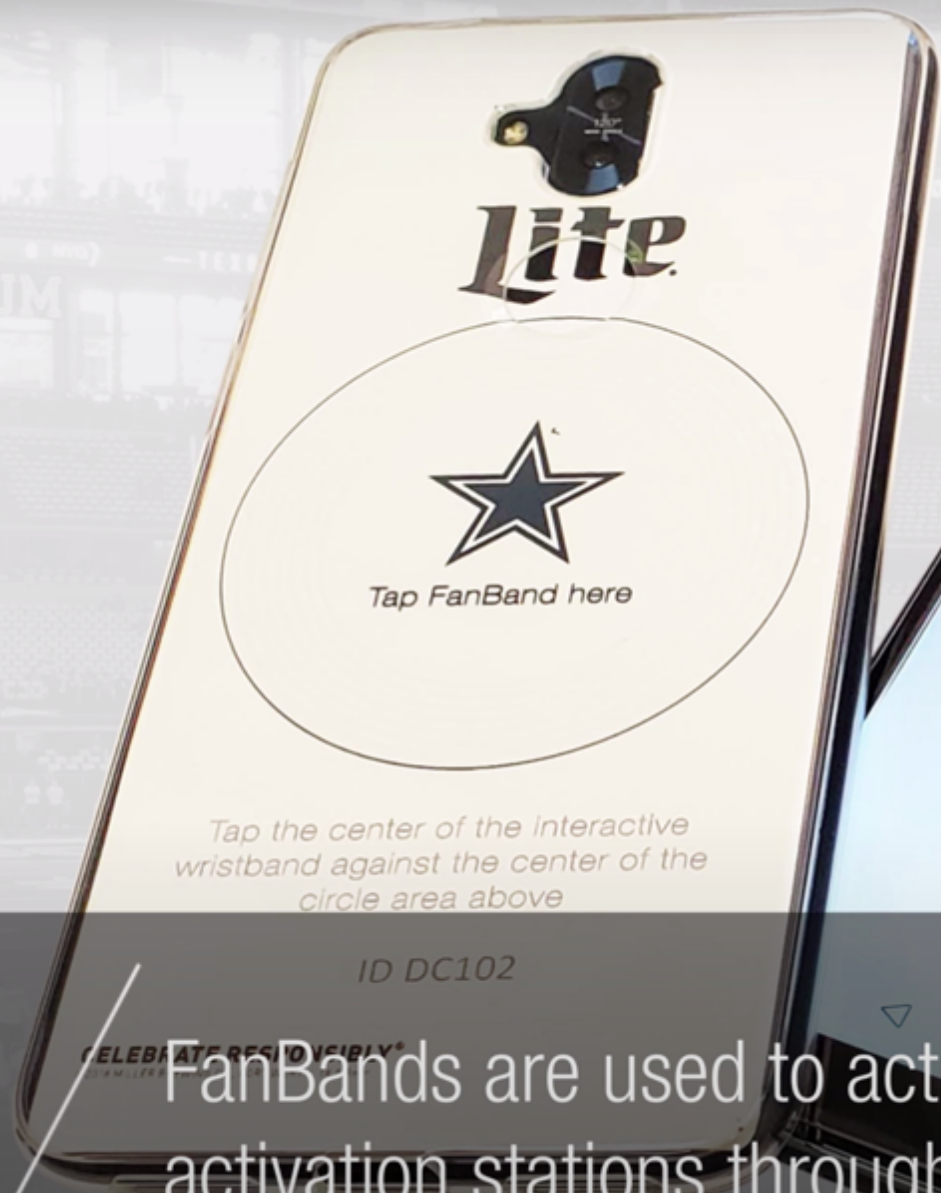


Big ideas live in Texas

The Miller Coors teamed up with UT and Dallas Cowboys, using FanBands to activate with fans to refresh responsibly

A photograph of two young women at a Miller Coors activation station. They are both wearing dark blue t-shirts with the Miller Coors logo and are giving thumbs up. The woman on the left is smiling broadly. In the background, another woman is visible, and there are signs for Miller Coors and 'Lite'. The setting appears to be a stadium or arena.

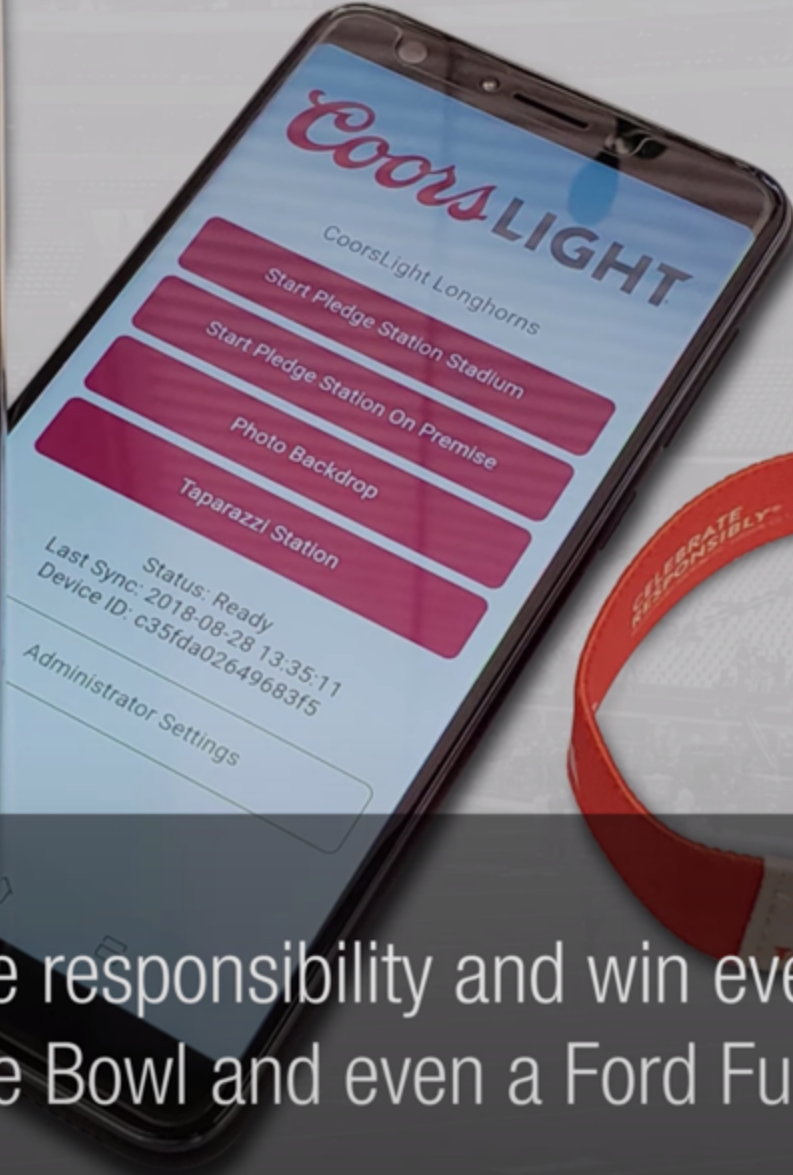
FanBands are used to activate fans digital pledges via Miller Coors activation stations throughout the stadium



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FanBands allow fans to pledge responsibility and win everything from merchandise, a trip to the Rose Bowl and even a Ford Fusion



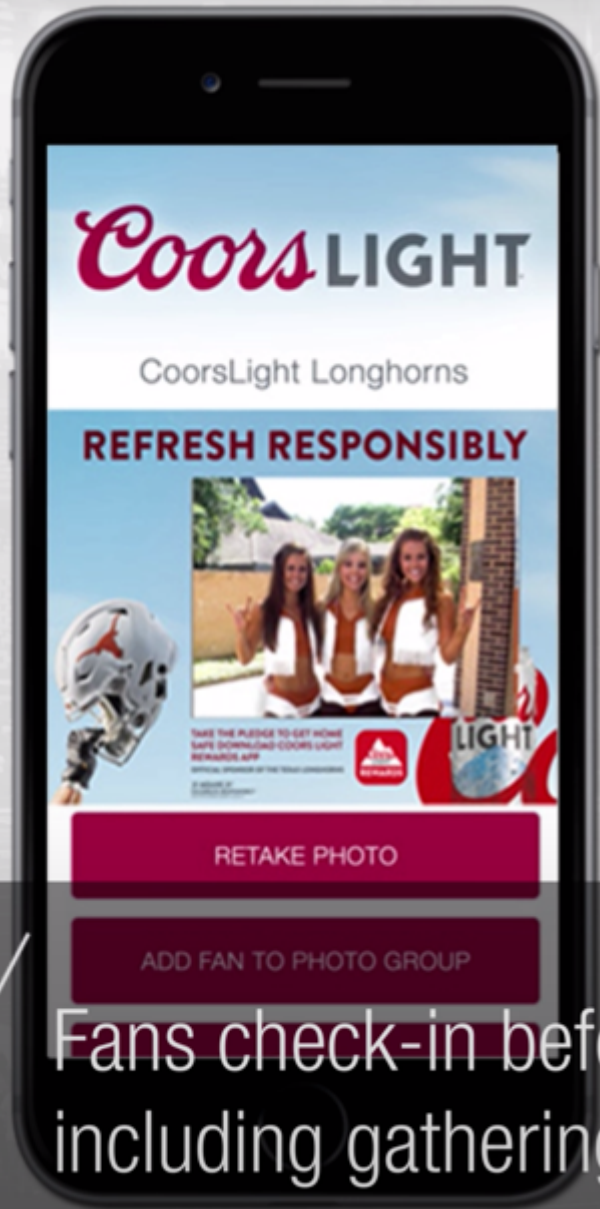
Miller Coors Team Members engage with fans throughout the season driving great sponsor engagement inside and outside the stadium

REGISTRATION

JERK

11

Fans check-in before, during or post game entering that day's promotion including gathering great photos of their game day experience



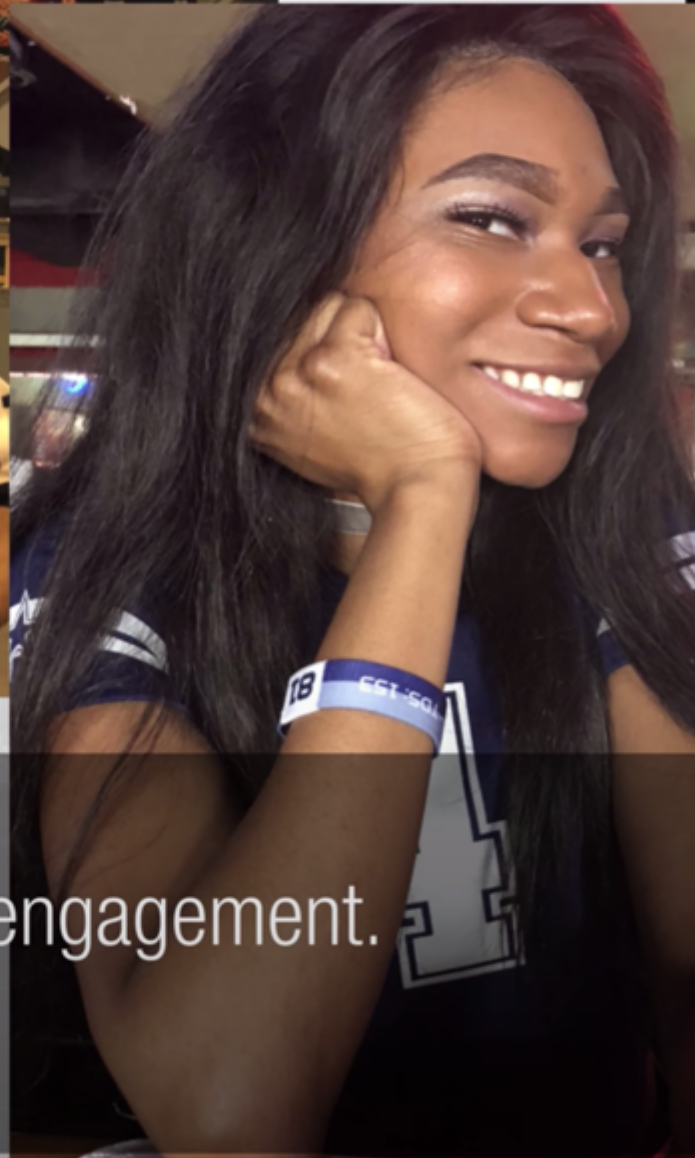
Fans check-in before, during or post game entering that day's promotion including gathering great photos of their game day experience



All the fans info and gameday activities are pushed to their own personal FanPage



FanPages gather all the fans experience with the FanBand during the season driving interaction with Miller Coors and ready to go social media sharing



The FanBand wearable is the now generation of fan engagement.

FanBand





LETS BUILD A PROGRAM



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