



Create Miller Coors print and branded merchandise driving Miller Coors experiential on mobile devices

Tap2Interact merchandise drives mobile experiences via TAP in iPhone/Android. Launch anything from app downloads, social media, location-based marketing, websites, data capture, and other experiences

- Accessories - Key tags, buttons, stickers, pins, coasters,
- Apparel - Shirts, caps, outwear, hang tags, buttons, wristbands, lanyards, rings
- Print - Posters, brochures, business cards, signage, pos,
- Other - merchandising, product launches and more



 MillerCoors®

Interactive
NFC coaster

Interactive cloth
NFC wristband

Interactive NFC
bottle opener

Interactive
NFC key tag

How it works?

Mobile users running Android or iOS (iPhone) can TAP the logo/design and launch to a mobile experience with no app install needed.