



**A BEACH BEER CLAIMS THE NIGHT**

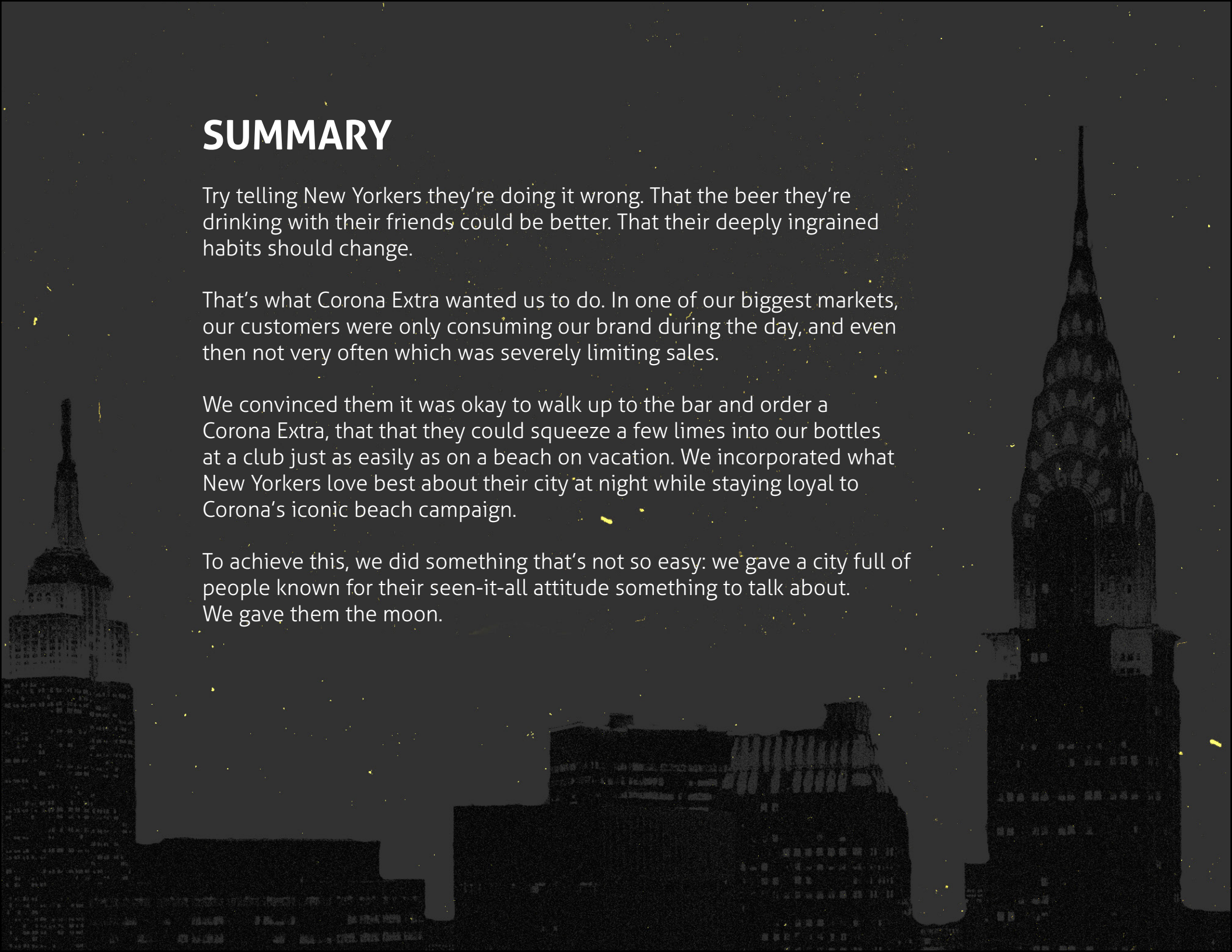
# SUMMARY

Try telling New Yorkers they're doing it wrong. That the beer they're drinking with their friends could be better. That their deeply ingrained habits should change.

That's what Corona Extra wanted us to do. In one of our biggest markets, our customers were only consuming our brand during the day, and even then not very often which was severely limiting sales.

We convinced them it was okay to walk up to the bar and order a Corona Extra, that that they could squeeze a few limes into our bottles at a club just as easily as on a beach on vacation. We incorporated what New Yorkers love best about their city at night while staying loyal to Corona's iconic beach campaign.

To achieve this, we did something that's not so easy: we gave a city full of people known for their seen-it-all attitude something to talk about. We gave them the moon.



# CHALLENGE

Corona is known the world over as a beach/vacation beer and that association has done well for the brand. For over 30 years, Corona has been steadily building their daytime equity in the U.S. through the beach, but with success came typecasting – especially among New Yorkers. Corona was marooned on the beach and consumed primarily during very specific daytime beer-drinking occasions.

Corona's consistent approach to brand building, while successful in many ways, made it extremely difficult for the brand to communicate any news that didn't involve daytime drinking occasions – occasions that happen less frequently for New Yorkers. Because of this, Corona only made the occasional cameo appearance in their lives. If we were going to grow, we needed to integrate with New York nightlife.

Reaching New Yorkers and winning in this market was an extremely important goal for Corona for two reasons: Corona is highly visible and New York City represents over 15% of Corona's U.S. sales.

To grow our sales in New York City, we needed to expand our occasions. Winning the night is especially important because that's when New Yorkers are most often consuming beer, especially in the on-premise segment, e.g., bars and nightclubs.

Adding to our challenge was a limited budget and only one opportunity to get noticed in New York – one of the most notoriously cluttered venues for out of home advertising.



## IDEA FUEL

Through qualitative research, we spoke to New Yorkers about two things: one, the magic of New York at night and two, the role that the beach plays in their lives. From this we found inspiration and aspiration.

Inspiration came, not from a night out on the town, but from what amplified the magic of New York City at night: the moon. Over and over, we heard a night in New York City was at its best when the moon was out, providing a natural spotlight on the world's most exciting stage. "I love the city at night when you can see the moon. It's, like, romantic and exciting, like anything is possible," one native New Yorker told us.

Aspiration came from the beach – not just because it's a fun and relaxing place to be, but also because it's so elusive. New York has small, man-made beaches scattered throughout the five boroughs, but they're not seen as authentic beaches. Some are heavily polluted; others can get extremely crowded. To New Yorkers, the closest legitimate beaches are an hour train ride away on Long Island; a long drive to the Jersey Shore; or an exclusive, prohibitively expensive trip to the Hamptons. In short, real beaches just aren't a viable option. "Sure, I'd go to the beach more often if it was easier to get to," one consumer told us. "It'd be such a great way to escape for a bit with my friends, like a vacation."

Given all of our learnings, our idea was to embrace signature Corona iconography, all of it - the beach, the sky, our famous sweating bottle and, of course, our iconic slice of lime - but with a slight twist... one that involved transforming the moon into the iconic Corona lime.

7:42pm

8:12pm

8:42pm

9:12pm



Van Wagner

M-662



Night or day

Find your beach



Van Wagner

9:42

M-661





# GROUND GAME

Using the relationships local sales teams have with New York City venues, we built anticipation for the interactive billboard by getting local bars to host Luna Corona parties and feature drinks specials on the corresponding nights. As part of those events, participants were chauffeured to the perfect spot at the right time to see the moon rise into position and transform into a slice of lime in our bottle. We also encouraged them to take and post photos of the event, which caused others around the country to upload photos of their own Corona bottles with a slice of the moon as well. All of this was done while compelling local and national news outlets to cover this once in a lifetime event.

We knew there was a risk. After all, rain and clouds could have ruined the whole experience. But we had to try. Fortunately, Mother Nature cooperated and the moon was ours for a few nights.



12:00 am - 265.46°

11:00 pm - 255.49°

10:00 pm - 243.62°

9:00 pm - 228.54°

8:00 pm - 208.49°





# Corona™

## Results

The billboard was so successful in building buzz in New York City that Corona decided to extend the outdoor buy for an additional month, ending August 1.

- From 6/15-7/31, Corona Extra Depletions\* were up 7.9% in New York City (Source: Crown Internal Data)
- 160,000+ views of the Luna Corona buzz video on YouTube (Source: Youtube)
- 5K+ "Likes" generated by Luna Corona posts on the Corona Extra Facebook page (Source: Facebook)
- Over 100 unpaid media placements in the US and abroad (Source: PR Coverage Tracker)

\*Depletions are total number of cases sold by beer distributors to retailers.

"Night or day. Find your beach." With one memorable billboard and its six simple words we broke through decades of our own sand-and-surf imagery and claimed the night. We convinced New Yorkers to embrace Corona Extra in a whole new way. Our insights showed how they could both celebrate the exciting possibilities of the night and bring the beach into the city, merging the brand with their lifestyle. We call this experience Luna Corona.

9TH AVE AND 15TH ST

JUNE 14TH, JUNE 15TH