



CRAFTING THE NEW MARKETING PLAYBOOK

***Beverage Forum
May 2023***

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The Brief

- **Innovation is the fuel for growth and vital to the long-term success of any organization**
- **Beverage marketers are developing a new marketing playbook for how they develop and implement their marketing**

Some Keys to Future Marketing Success



- **Understand appropriate brand scope and meaning**
 - Build brand platforms or ecosystems to satisfy needs or solve problems for customers



Some Keys to Future Marketing Success



- **Understand how to blend distribution & communication channels**
 - Mix and match direct & indirect, personal & mass, online & offline

Some Keys to Future Marketing Success



- **Infuse compelling brand intangibles**
 - Develop persuasive narratives of a brand's past, present and future



Some Keys to Future Marketing Success



- **Embrace consumer heterogeneity**
 - Incorporate meaningful customer differences within and across marketing



Some Keys to Future Marketing Success

- **Understand appropriate brand scope and meaning**
- **Understand how to blend distribution & communication channels**
- **Infuse compelling brand intangibles**
- **Embrace consumer heterogeneity**



Our Panel

- **Our speakers will share what they have learned about marketplace changes and how they are **writing a new marketing playbook****



Our Speakers



Courtney Benedict
VP, Above Premium Beer
Molson Coors



Al Dejewski
VP, Marketing
MilkPEP



Dan White
Chief, New Revenue Streams
Coca-Cola North America

CRAFTING THE NEW MARKETING PLAYBOOK:
A JOURNEY
BACK TO THE BAR





TODAY
IS A (QUICK) STORY
OF
REINVENTION.

*IN 2 EASY STEPS



LESSON

01

LESSON

02

KNOW WHO YOU ARE

SHOW UP WHERE THEY ARE

1. KNOW WHO YOU ARE



A dark, atmospheric scene of a graveyard at night. The sky is filled with heavy, dark clouds, and a large, bright full moon hangs in the upper right. The ground is covered in mist or fog, and several weathered, stone grave markers of various shapes and sizes are scattered across the landscape. Some markers are simple crosses, while others are more ornate. The overall mood is somber and mysterious. The text "IS BEER DEAD?" is overlaid in the center in a bold, white, sans-serif font.

IS BEER DEAD?

A hand holding a beer can in a graveyard under a full moon. The scene is dark and atmospheric, with a large, bright full moon in the sky. The hand is holding a can of beer with the word "LIGHT" visible on it. The background shows several tombstones and a cloudy sky. The overall mood is eerie and somber.

IS BEER DEAD?

CHANGE THE PLAYBOOK.

Our Marketing Vision:

To Build Brands That More People
Want To Hang Out With

BUILD BRANDS
PEOPLE GIVE A
SH\$T ABOUT

GO SLOW TO
GO FAST

DO THINGS
WORTH
TALKING ABOUT

ADAPT WITH
FMA MINDSET

INVITE
EVERYONE TO
THE BAR

THE BUSINESS PROBLEM

Coors Light, our biggest brand, was declining mid-single digits and its marketing had been ping-ponging from highly functional to very lofty.



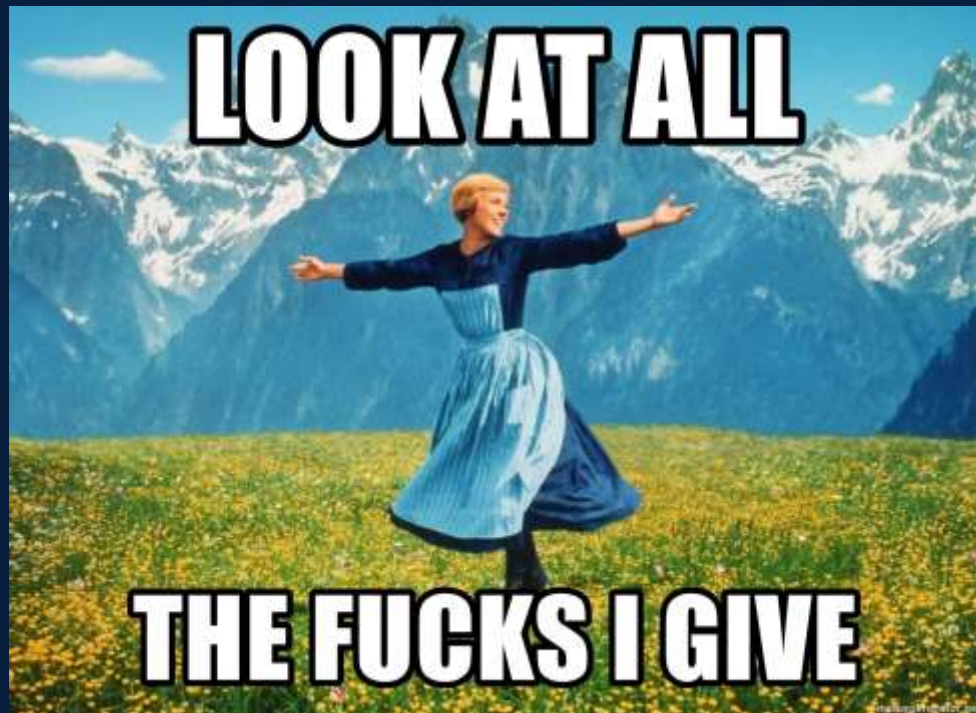
COORS LIGHT: MADE TO CHILL

From Refreshment



To Refreshing





LOOK AT ALL

THE FUCKS I GIVE

THE OFFICIAL BEER OF

Chill



CELEBRATE RESPONSIBLY
© 2011 COORS BREWERY COMPANY, BREWED IN COLORADO





2. SHOW UP **WHERE** THEY ARE



88%

OF BEER ADS FAIL
TO BE NOTICED





Darth Kriss

@insanityreport



Okay NOW the beer commercials are getting super lame. They're all basically the same shit. "Our beer is so good u do dumb shit"

IF THEY AREN'T
TALKING ABOUT
YOU,
THEY AREN'T
DRINKING YOU.



A hand in a plaid shirt sleeve is pouring a golden-brown liquid from a red and white Molson Maple Beerup can onto a stack of pancakes. The pancakes are on a white plate, topped with a pat of butter. In the background, a television screen shows a blurred sports scene. On the table, there are two more cans of Molson beer: one blue and white (Molson Blue) and one red (Molson Canadian).

Molson Maple Beerup

THE MOST CANADIAN WAY TO CHEER
ON TEAM CANADA AT BREAKFAST.



OFFICIAL BEER OF
THE 2022 WINTER
OLYMPIC GAMES
BEER OFFICIELLE
DES JOUERS D'ÉTÉ
2022

NB / **Lite**

THE SHO EZIE



SEND YOUR EX A CACTUS[®]

FROM

Topo Chico
HARD SELTZER

Maple Beerup

Lite

WALK THE TALK
THE FIRST BIG GAME IS
IN THE NEIGHBORHOOD
BAR OPEN

VIZZY

INCREASING
#VIZZIBILITY FOR
LGBTQ+ ARTIST

PROUDLY SUPPORTING
Ball LEGEND'S ROAD
TO THE HALL

SHANDY SHORTS

HAPPY HOUR-GLASS

THANK YOU

IBU-O-METER

Interact Billboards Info

AMERICA
#COULDUSEBEER

SO... IS GIVING AWAY 500,000 COLD ONES.

I NEED MORE BEER!!

INTRODUCING THE
PROLO CHICO

Topo Chico
HARD SELTZER

Molson
CARAMELITA

STARKEY CUP BATCH

SOL POSADAS

Coors

Loonenkugel

UP NORTH BEERS ARE
EASILY A LOON CALL AWAY

GINGERBREAD DIVE BAR KIT

VIZZY
HARD SELTZER

Lite

PRECIOUSLY LONG
BIG GAME

Milk's Marketing Playbook for the Future

May 2, 2023



How many had or are having a cup of coffee?

How many of you put cream or milk into it?

How many of you had a glass of milk?

























WOOD MILK
ORIGINAL WOOD

WOOD MILK
HICKORY WOOD

WOOD MILK
MAHOGANY WOOD

WOOD MILK
OAK WOOD

WE DON'T HAVE AN **AWARENESS**
PROBLEM

WE HAVE AN **ATTITUDE** PROBLEM



drive reconsideration of
milk

2. AUDIENCE:

Modern Milk Families:
Moms as Moms
Moms as Self
Kids (Skew Tweens)
Processors/SRs

3. MESSAGING:

Claims 2.0
Performance Copy
Wellness
Hydration
Protein
Characters

1. MODERNIZE MILK BY BEING ROOTED IN CULTURE

4. MEDIA:

Foundational Reach
& Frequency
Audience-Driven, Addressable
Social/Influencers/Owned
Earned

5. PLATFORMS:

Performance-Based
Everyday, Active yet Aspirational
Females: Running
Kids: Gaming







AERIAL POWERS / BASKETBALL



ALICIA KEYS / SOCCER



ALIX KLINEMAN / VOLLEYBALL



SADIE SINK / SOCCER



CHINEY OGWUMIKE / BASKETBALL



CRYSTAL DUNN / SOCCER



BILLIE JEAN KING / TENNIS



CAM BRINK / BASKETBALL



LARA LOGAN / BROADCASTER



SALLY BAMBERGER / BOXING



EMMA ROBURN / TRACK



HILARY KNIGHT / HOCKEY



LISA LESLIE / BASKETBALL



MARIE CHARPENTIER / TENNIS



OLIVIA AMANO / BIKING



ERINEWY THOMAS / SOCCER



TARA DAVIS-WOODHALL / TRACK



TARA LINNERT / SKATING



SERENA VAN DER BIJLT / BIKING



SIMONE BILES / SWIM



KATIE LENDRUM / BASKETBALL



TAYLOR HEISE / HOCKEY



TINA TURNER / GOLF

26.2
YOU'RE GONNA
NEED MILK
FOR THAT.

GONNA NEED MILK

WHY MILK ▾ MILK TV RECIPES

TEAM MILK TODAY ▾ ALL WOMEN MARATHONERS ▾ JOIN TEAM MILK TODAY ▾ ALL WOMEN MARATHONERS ▾ JOIN TEAM MILK TODAY ▾ ALL WOMEN MARATHONERS ▾

**MILK WANTS TO
SPONSOR YOU.**

26.2 YOU'RE GONNA NEED MILK FOR THAT.



JOIN







**WOOD
MILK**





WOOD MILK IMPACT



1.12B+

Impressions



448

Placements



91.9%

Neutral/Positive Sentiment

01
Always-On Programming

02
Foundational Reach
and Frequency

03
Cultural Tentpoles



THE
Coca-Cola
COMPANY

COURAGE

COVERAGE

CURIOSITY



**New
Businesses**



- Expanded Occasions**
- Expanded Areas of the Store**
- Expanded Growth**



Courage
Coverage
Curiosity



Models



Consumer

Using the 3 Cs to transform our business



Alcohol

\$17B

Projected FAB sales by 2025¹



Topo Chico

\$6.5B

Projected Sparkling Water sales by 2025²



Coffee

\$6B

Projected RTD Coffee sales by 2025³

CONVERGENCE



Allowing the Consumer to lead



HARD SELTZER



FMB



LIGHT

RTD COCKTAILS



DARK



TEA

The beloved sourced
water **BIGGER THAN**
ITS SOURCE



An archetype held authentic through 5 'B's

BUBBLES



EFFERVESCENCE IS A DEFINING FEATURE OF TOPO CHICO. ACTUAL AND METAPHORICAL. TOPO DESIGNS MUST FEEL LIVELY AND PUNCHY, LIKE THE BUBBLES THAT MADE IT FAMOUS IN THE FIRST PLACE.

BASE



ALL EXTENSIONS OF THE TOPO BRAND ARE BASED ON AN EXQUISITE PAIRING WITH THE PERFECT COUNTERPART. THAT BASE IS FUNDAMENTAL AND SHOULD BE CENTRAL TO THE COMMUNICATION AND DESIGN.

BOLD



ROOTED IN ITS RICH BUBBLES, THE BRAND'S DNA IS ABOUT BOLDNESS NOT NUANCE. TOPO'S DESIGN LANGUAGE IS DISTINCT AND RECOGNIZABLE. IT SETS IT APART FROM ALL THE FAUX TRY-HANDS AND WANNA-BES.

BRIGHT



TOPO'S SPIRIT IS STRONG IN ITS FLAVOR AND IN ITS ENERGY. IT DELIVERS A BOLD, UPBEAT OPTIMISTIC AND POSITIVE EXPERIENCE THROUGH ALL ITS TOUCHPOINTS AND ALL SENSES.

BALANCE



WHILE UPBEAT AND BOLD THE BRAND IS ALSO CAREFULLY CALIBRATED AND CURATED. ITS BRAND EXPERIENCE IS UNIQUE BECAUSE IT'S Meticulously CRAFTED AND PERFECTLY BALANCED.

Using the 3 Cs to double the trademark in less than 18 months



Spirited
Premixed
Cocktails



**HARD
SELTZER**
Spiked
Sparkling Water



THE icon
Sourced
Mineral Water



MIXERS
Cocktail
Mixers



SABORES
S
Flavored
Sparkling Water

UN SOURCED
ALCOHOL

ALWAYS SOURCED

UN SOURCED
NON-ALCOHOL



COURAGE

COVERAGE

CURIOSITY

CONVERGENCE

CONSUMER



And we're just getting started.