

## The Challenge: Taking Back the Limelight

After an impressive national launch in 2007, Miller Chill, the brand that established the light beer lime segment, was challenged by the introduction of Bud's "me too" offering. Bud Light Lime quickly challenged the leadership position with strong distribution and above the line media support.

Research showed that Miller Chill's "Chelada" reference (based on an authentic Mexican recipe of beer, lime and salt) wasn't resonating with consumers. In comparison, Bud Light Lime was clear about what they were offering: a light beer with lime. Simple. Clear. Straightforward.

Consumers were unaware that Miller Chill was a light beer because the "light" communication was not part of the brand name. Also, "Chelada Style" was not communicating the lime taste expectation. What Miller Chill did have working in its favor was an ownable and distinctive Latin vibe that gave it energy and personality on-shelf.

Our goal? To more clearly communicate the brand proposition that Miller Chill is a light beer with lime, while still maintaining its unique brand personality.

## The Strategy: Light, Lime & Latin

In 2008, light beer sales were steadily increasing as calorie conscious messaging permeated all aisles of the grocery. Miller recognized it could capture some of the "100-calorie" buzz by reformulating the product to be only 100 calories. Playing up the 100-calorie message reinforced the light messaging for consumers who connected 100-calorie packs with light products.

Soulsight also tapped into the growing Latinization of American culture, by showcasing exotic lime cues and infusing the packaging with a bright, energetic and Latin inspired color palette.

By focusing on the trends of health consciousness and the Latinization of America, Miller Chill could compete more directly with Bud Light Lime and drive brand momentum.



BEFORE

## The Solution: Brand Declaration

Soulsight took a bold approach to the Brand Restage. We proposed that the Miller Chill bottle color be changed from green glass to clear glass. With the evolution of the competitive set, it was no longer appropriate for the brand to source cues from imported beers in green bottles (e.g. Heineken, Dos Equis). Miller Chill needed to project category cues more in line with its new “light beer with lime” positioning. This was a significant shift for the brand, allowing consumers to see the lightness of the product and positioned the brand head-to-head against other Latin and light beers.

Soulsight translated the unique “belt buckle” shape from the bottle and introduced it onto the cartons, creating a powerful bulls-eye on-shelf. This proprietary shape added personality and distinctiveness while also serving as a device to highlight the brand name and product descriptor.

Soulsight introduced an uplifting white and silver presence to the packaging, elevating the light impression of the brand. Additionally, the 100-calorie message call-out was displayed prominently on the primary neck label and integrated with the beer imagery on the secondary packaging. By tying the 100-calorie message directly to the product photography, we linked the product benefit with the appetite appeal, sending a clear message to consumers that they can have a wonderfully refreshing beer with only 100 calories.

Lastly, a mouth-watering lime and swirl pattern was developed for the background. This imagery supports the delicious lime taste of the beer in a subtle and appetizing way. Water droplets and sparkling refreshment cues enhance the light impression, and the dynamic swirls reinforce the Latin vibrancy and energy of the brand.

Differentiation is everything! Soulsight’s revitalized brand and package redesign for Miller Chill boldly pushes Bud Light Lime out of the limelight by offering 100 calories of refreshing, Latin fun.

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