



MGD 64 // BRAND DEVELOPMENT AND PACKAGE REDESIGN

BACKGROUND

Along with the growing popularity of the light beer segment came increased competition from imports (Heineken Premium Light) and domestic super-premium brands (Michelob Ultra). With Miller Genuine Draft being repositioned to reinforce the “Fresh From The Tap Taste” message, MGD 64 needed to follow suite while still retaining a lighter overall impression and emphasis on 64 calories, appealing to the predominantly female audience.

SOLUTION

We designed MGD 64 concurrently with MGD to retain a family look, but used silver and white rather than gold and black as the dominant color on-pack to strongly signify light beer and communicate refreshment, important to this discerning consumer group. We put “64 Calories” front and center, locking it up to “Miller Genuine Draft” to enhance the brand read and boldly declare that MGD 64 is “As Light As It Gets”.

RESULTS

The brand has led a dramatic turnaround in sales. Conversion from trial to repeat purchase has been higher than expected – nearly twice that of Michelob Ultra after its first two months in the market. After the redesign in 2009, growth is now in the double digits and brand awareness is steadily on the rise.