



MILLER GENUINE DRAFT // MGD PACKAGE AND BRAND IDENTITY REDESIGN 09

BACKGROUND

Miller Genuine Draft was introduced in 1986 as the original cold-filtered, packaged, draft beer. Miller uses an exclusive cold-filtering process that prevents the beer's flavor from being heated away. Over the last decade its core user group migrated to lighter premium beers as well as the craft and import segment. As a result, the brand suffered a decline in sales along with the entire domestic full-calorie beer segment.

SOLUTION

Soulsight began restaging the brand by evolving the landmark to enhance the emphasis on "Draft," the product benefit and point of difference in the category. In an effort to reduce cost savings, we evolved the bottle label design from a clear label to a paper label without sacrificing the quality perception found in the previous design. The secondary packaging was simplified and the

product photography enhanced to add appetite appeal, personify the real draft experience, and gain attention on shelf. Finally, we developed a tap icon to educate the consumer on the process and benefits of draft beer and to reinforce the "Fresh From The Tap Taste" proposition.

RESULTS

The new packaging successfully brought the draft message to life through its distinctive product photography, simplified landmark and evocative "Fresh From The Tap" iconography. The new packaging was recently launched in tandem with an aggressive out-of-home, off-premise and TV campaign featuring the new tap mnemonic and educational messaging. The new design is already making a splash with consumers and retailers alike.