

Smart Mobile Marketing: Coors Light Hits the Road with New Airstream SkyDeck Motorcoach

Case Study: The Coors Light Mobile Marketing Campaign

Mobile Marketing Solution: Coors Brewing Company, Golden, Colorado

Coors Light participates in sporting and music events throughout the year, and needed a vehicle to mount mobile operations and maximize this opportunity to build strong brand recognition and audience appeal. Coors Light requires a mobile solution with flexible, multiple functions and venue versatility. Because this an ongoing marketing need, adaptability and ease of set-up and tear down as well as national service and support are significant factors.

Situational Analysis: Coors Light, the brand name in beer with the coldest tasting beer in the world, is the official beer sponsor of the NFL Superbowl XXXIX. Coors Light sponsors a NASCAR NEXTEL Cup Series Car, the Coors Light Dodge, driven by world famous champion, Sterling Marlin of Chip Ganassi Racing. Coors Light has scheduled a full mobile tour which includes sporting, music, outdoor venues, corporate events and trade shows across America throughout 2005. The Coors Light Airstream SkyDeck 2005 Tour differentiates and establishes brand presence at events with a highly visible, memorable mobile marketing vehicle.

Audience/Venue Details: Coors Light is strongly identified with young men, sports the 'silver bullet' slogan as well as the coldest tasting beer in the world. One aspect of the NFL game day subculture is the pre-game tailgate party, making the stadium parking lot a focal point for product-related attention and activity. Also, many activities occur days before the main event, allowing for other types of participation, with the appropriate mobile vehicle.

The NASCAR racing circuit is a natural venue for Coors Light. Coors Light has participated in this tremendously popular American sport since the introduction of the Coors Light brand. Pre-race parties are very much part of the NASCAR scene.

Concerts, like the Coors Mountain Jam at the 2005 Rose Bowl, and local fairs provide ongoing venues for the Coors Light Airstream SkyDeck. Coors Light is sponsoring concerts with major Country artists Brooks & Dunn and Rascal Flatts. Brooks & Dunn have been named the Country Music Awards Vocal Duo of the year, while Rascal Flatts received the ACM's Song of the Year award for *I'm Movin' On*. These concerts all have outdoor parking areas where fans congregate and many concerts are in outdoor amphitheatres, providing an excellent format for mobile marketing.

Trade Shows, like the Convenience Store Show held in Las Vegas, is a chance for Coors Light to showcase the brand and image as well as present the latest promotional programs to industry leaders. Corporate Events, like the Coors Distributors national convention, extend the opportunities for the Airstream Business SkyDeck. This annual event recognizes the leading distributors for the previous year as well as prepares for the upcoming years programs and events. This is an excellent venue for demonstrating innovation and leading edge mobile solutions, gaining prestige and influence within the beverage industry.

Solution/Implementation: Airstream Mobile Business Solutions created a corporate command center fully outfitted with private meeting rooms, VIP hospitality suite, and merchandising product display to attend events nationwide, including Superbowl XXXIX, Daytona 500 and the Kentucky Derby. Wrapped in custom graphics, this business coach is a moving billboard, with continuous brand recognition.

"Airstream really understands what mobile business is all about: they get it, and they help us get it right." Steve Saunders, Event Marketing Director, Coors Brewing Company

The fully contained Airstream SkyDeck features an interior designed specifically for business: private meeting room, VIP hospitality suite/conference room, serving galley – wet bar, office area, and private lavatory with shower. The latest technology provides

satellite (radio, TV, internet and phone) multi-user wireless web service as well as on board computer system. The system is designed to operate TV, video or computer presentations to all monitors or designated monitors on the coach.

The Airstream SkyDeck is the industries first and only coach with a roof-top-patio with cushioned marine style seating, tables, sun umbrellas and an exterior flush-mounted, flat screen TV. The roof patio doubles the floor space of conventional coaches and enhances the sense of casual fun appropriate to the audience, venues and the Coors Light product. The roof patio provides a safe environment that is accessed through an interior custom staircase and once on top, a power lift safety rail system automatically engages around the entire perimeter. The roof patio provides great views and creates a 'see and be seen' environment, escalating the fun and sense of being in the right place. The roof patio also is a great place to conduct business at events and tradeshow.

Integrated into the exterior side of the coach is a flush-mounted 45" LCD flat screen TV with surround sound system, which also doubles as a PC monitor. This creates a crowd-stopping visual and allows the patio to serve as an additional hospitality, training or demo area. No set-up or storage required—a simple release of a secure panel reveals this plasma TV billboard.

The outer perimeter of the coach can accommodate small or large crowds. An integrated power awning accommodates up to 30 people on the side of the coach. For larger events, a custom canopy mounts to the side of the coach and can accommodate up to 100 guests.

The Coors Light Airstream SkyDeck is a multi-use, multi-dimensional coach. The SkyDeck can be utilized for a mobile conference room, office, training, entertaining; product launches, trade show anchor or just about anything needed to take a brand mobile. Airstream's smart business solution for Coors Light provides brand recognition, mobility and a premium environment outfitted with the latest technology including satellite (radio, TV, internet, phone), multi-user wireless web service, integrated computer system, and plasma television viewing screens.

Opportunities for detailing the interior space to reinforce brand messages and wrap clients/consumers in a total three-dimensional brand experience abound and are unique to Airstream Mobile Business Solution coaches.

Positive Brand Association: Airstream is an American Icon and legend with signature products seen around the globe in locations as diverse as the *Smithsonian Institute*, *The Simple Life II* TV show, *NASCAR* events, *NASA* launches, or even *San Francisco Museum of Modern Art*; just to name a few. *Money* Magazine declares Airstream one of "99 things that, yes, Americans make best," while *Fortune* magazine selected the Airstream *Bambi* trailer as one of the 25 Best Products of the Year. This communicates positive association and builds added appeal to the already powerful Coors Light brand. There is a secondary brand association, in that both Airstream and Coors Light have been identified in their respective industries as the 'silver bullet.'

The Airstream Coors Light SkyDeck reinforces brand and creates a synergy with existing culture and brand icons for Coors Light. This also provides multi-level marketing opportunities, from the top down, allowing local distributors and media to opt-in for participation and local PR integration.

ROI, Smart Solution: The Airstream Coors Light SkyDeck is versatile, powerful and can easily be reconfigured to accommodate Coors' ongoing mobile business requirements. The Airstream SkyDeck provides smart mobile solutions, delivering an outstanding value and provides a great alternative to 18 wheel marketing rigs.

"The Airstream SkyDeck made a significant impact at our major events in 2004. This unique coach delivered big and created memorable experiences for each of our guests. We are very excited to showcase the all new business version Airstream SkyDeck at Superbowl XXXIX. Airstream really understands what mobile business is all about: they get it, and they help us get it right." Steve Saunders, Event Marketing Director, Coors Brewing Company

For details on the Airstream Mobile Business Solutions and the Coors Light SkyDeck, visit www.airstream.com, or call Tim Garner at Telephone: 937.596.6111 ext: 7254, Email: business@airstream.com