

CHALLENGE

Since 1855, MillerCoors has grown from a small local brewer to the second largest brewery in the U.S., with seven major breweries located across America. This growth created challenges as well as opportunities for MillerCoors.

The company was shipping DVDs containing large (50MB+) video files with promotional messaging and training materials to its network of independent distributors. This method did not provide a way to track end user interactions, target specific content to specific users or easily update content. In addition, this process was very costly because revisions to the content led to additional production and distribution costs. Miller also had no accurate way to determine if a distributor was viewing the correct version of the content.

The company realized it needed a comprehensive content distribution solution that would enable it to overcome these limitations as well as facilitate future growth.

SOLUTION

MillerCoors selected the Ignite Content Delivery Solution to enhance its field sales/distributor initiatives. With Ignite, digital content can be distributed just as easily to end users with dial-up connections as to those with high-speed links. Ignite's technology detects when mobile users are online and downloads rich media without affecting PC performance or interrupting other applications that may be in use. Communications can be viewed online or offline for ultimate convenience and flexibility.

The Ignite solution was less expensive than the company's DVD distribution system and provided greater business value by allowing Miller to:

- track and report on user behavior
- conduct custom surveys
- target content to individuals or groups
- access and deliver content offline
- update content quickly and efficiently

For more information about the Ignite Content Delivery Solution, visit www.ignitetech.com.

"Ignite enables us to stay in touch with all of our distributors, regardless of where they are located or what kind of Internet connection they are using."

David Goulet, VP-Sales Services, MillerCoors



RESULTS

MillerCoors' use of Ignite continues to grow. Recently, in just one month, the company delivered a total of almost 200 gigabytes of data to over 8,000 people.

Ignite has enabled MillerCoors to:

- achieve greater reach
- quickly notify and educate distributors on new promotions and initiatives
- measure the impact of rich media deliveries by using Ignite's tracking and reporting capabilities
- increase view rates by proactively delivering information to end users
- target content to distributors based on multiple factors, such as completing a video, completing a test or survey, or after a specified amount of time has lapsed
- use surveys to gather feedback from distributors

ABOUT MILLERCOORS COMPANY

Built on a foundation of great beer brands and more than 288 years of brewing heritage, MillerCoors continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. Miller Lite is the great tasting beer that established the American light beer category in 1975, and Coors Light is the brand that introduced consumers to refreshment as cold as the Rockies. MillerCoors vision is to become the best beer company in America by driving profitable industry growth. MillerCoors insists on building its brands the right way through brewing quality, responsible marketing and environmental and community impact. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company.