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## **MILLER BREWING COMPANY “*EL KICK DE TEXAS*” CASE STUDY**

With more than 25 years of combined experience targeting the Latino market, carreñogroup offers a full range of public relations and marketing activities designed to promote market success within the dynamic Latino population. The following is a case study example of how our knowledge and understanding of the Latino market helped Miller Brewing Company regain lost market share and introduce Miller Lite to a new and emerging segment of the Texas population.

### **The Challenge:**

In 1997, Miller Brewing Company (MBCO) surrendered its number one position in the Texas market to Anheuser Busch, whose success followed strong advertising and promotional campaigns from 1992-1996. As an emerging force in Texas, the Latino population was an important part of Anheuser Busch’s triumph. Focus group testing showed Miller’s primary brand, Miller Lite, had minimal presence among Texas Latinos during the same time frame, a problem they turned to carreñogroup to rectify.

### **The Business Strategy/Execution:**

- **Research and Planning:** Working with Miller Brewing Company’s and its other marketing agencies, carreñogroup developed a promotional campaign to target Acculturated and Traditional Hispanic Males, age 21 – 28. Once complete, the program was presented to Miller Brewing for approval.
- **Event Conception:** carreñogroup decided to use the World Cup Soccer backdrop, a world event sponsored by Miller’s competitor Budweiser, to create a sense of excitement that was “fan” based and not “game” based. Miller Brewing was not positioning itself as official beer sponsor of the World Cup, but as the official beer sponsor of its fans. Miller Lite was “La Cerveza de Los Fanaticos.” Activities took place in nine Texas cities during a three month period coinciding with the World Cup in France. The event, known as “Miller Lite’s Kick Across Texas”, featured concerts, soccer drills, games and merchandise. All money raised was donated to a local United Way charity, allowing each event grassroots name identification Miller Lite lacked on its own.
- **Execution:** “El Kick” activities were supported by on and off premise carreñogroup staff, as well as a vital volunteer base from the local United Way charities receiving donations. A Texas Presence Team consisting of 21-29 year old Hispanic females was also sent to each market during the prior week to sell and promote the events.



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- Advertising and Promotion: “El Kick” was supported by heavy media buys in television, radio and print. Traditional Hispanic media outlets and the top general market station or paper were used in each city to reach a variety of Latinos within our target audience. Pre and post event press conferences were also held in each city to generate media attention and to reiterate Miller Lite’s sponsorship of the event.

### **The Results:**

- Positioned Miller Lite among Texas Latinos as a fun, entertaining beer
- Established significant levels of product and general name recognition for Miller Lite
- Helped diffuse the impact of Anheuser Busch’s 1998 World Cup sponsorship
- Helped start a turn-around trend for MBCO in the Hispanic Market and in Texas overall
- Raised money and tied the Miller Lite name to charity partners significant to the Hispanic community

### **Client Testimonial:**

- *The “Miller Lite Kick Across Texas” was a cost effective solution to increasing our market share among Hispanics in Texas. carreñogroup did a wonderful job of conceptualizing and executing a program which allowed Miller Lite to participate in World Cup festivities and make significant donations to many Texas charities.”*

*-Rebecca Thomas  
Regional Marketing Director  
Miller Brewing Company*