

CASE STUDY

PROVING NEWSPAPERS WORK: PRINT AND ONLINE

The Challenge

Corona Extra and Corona Light wanted to stand out from all other beers and build maximum awareness at the beginning of the key summer beer season.

The Objective

Corona Extra and Corona Light wanted to reinforce its brand positioning, grow share of market and generate incremental sales volume.

The Plan

Our entire marketing team struggled with what medium to use in the execution of the strategy, but after several hours of discussion and reviewing mounds of research, we decided that newspaper and online were the best way to reach our target consumer. Corona consumers are typically better educated, with higher levels of income, and enjoy reading as well as skiing, golf and tennis. When we saw the initial creative, we believed in it so much, we knew that it was the perfect match for newspaper gatefolds.

- Daryl Ralph, Marketing Manager, Modelo Molson Imports L.P.
(marketers of Corona Extra and Corona Light)

The goal was to communicate to potential customers before the summer began, so a 15-day summer countdown was planned for newspapers across Canada. Newspaper banner ads were run daily teasing Canadians about "The Promise". On the first week of summer, at the end of the countdown, The Promise was revealed through the use of high impact gatefolds (i.e. half covering the front page of the paper). At the same time, radio aired and online newspaper site "takeovers" occurred which allowed interested readers to click through to a micro site (www.CelebrateSummer.ca).



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The Creative

The ad creative detailed The Promise - a charming set of statements highlighting the importance of relaxation and leaving the stresses of work and the economy behind. It also provided useful information on fun summer Corona sponsored events. Corona beer bottles and the well-established Corona logo were used to reinforce the branding.

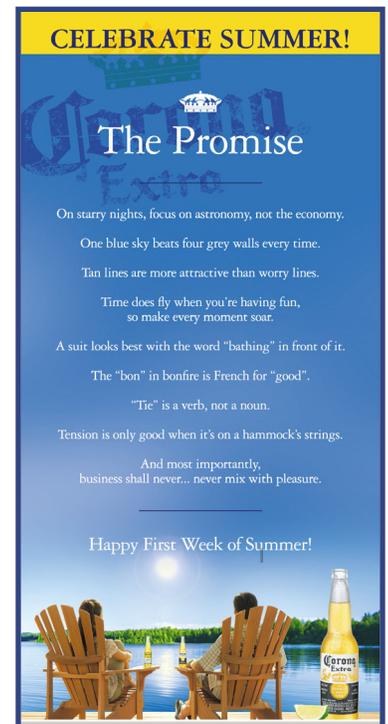


FRONT PAGE WITH GATEFOLD



INSIDE FRONT PAGE

INSIDE BACK PAGE



OUTSIDE BACK PAGE

The Results

The week after the gatefold executions ran, sales increased by over +18% nationally - generating the highest ever weekly sales volume for the Corona trademark. This is rare growth in the beer market given its competitive nature combined with the tough economic times.

In addition, awareness of The Promise ad was very high with positive unsolicited feedback garnered from both retailers and consumers.

We are so pleased with the results of this advertising and promotion format. We felt that the keys to our success were a combination of innovative and unique creative, national domination in all major dailies and solid co-operation across all participating partners. This combination surprised and delighted our customers.

- Robert Armstrong, President and CEO, Modelo Molson Imports L.P.

Thank you to JC Keith of Canwest Publishing and Daryl Ralph of Modelo Molson Imports L.P. for sharing their experience.

For further industry information, go to www.newspaperscanada.ca



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