

CASE STUDY

MILLER LITE

## OBJECTIVE

Increase engagement with the Miller Lite brand.

## STRATEGY

Consumers registered-to-win the “Ultimate (Outdoor) Man Cave Giveaway” through a custom contest page. Promotional support included on-air announcements combined with display ads and social media promoting contest registration.

## THE RESULT

844

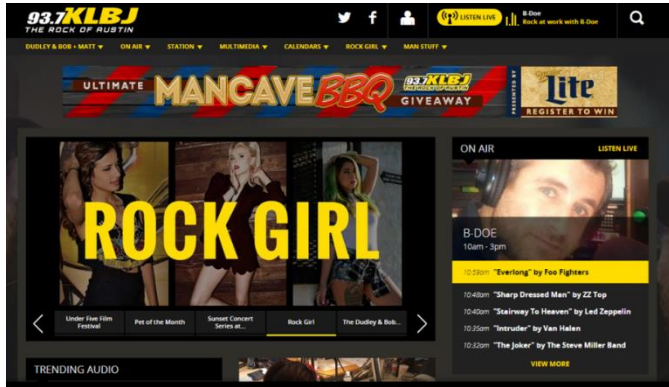
registrations

**WATERLOO**  
MEDIA  
AUSTIN, TEXAS

# SCREENSHOTS

## MILLER LITE

### HOMEPAGE ROS



### CONTEST PAGE TAKEOVER



### CONTEST PAGE TAKEOVER





MILLER LITE

FACEBOOK POST

I LOVE KLBJS MUSIC KLBJ 93.7

Published by Whitney LeMond [?] · May 25 ·

This evening from 4-6 get registered to win ULTIMATE mancave with Matt Bearden at HEB on 71 & Bee Cave Rd. Our winner will get a brand new BBQ grill, \$100 H-E-B gift card, and a Miller Lite fridge! Must be 21+ to enter and win.



Matt Bearden w/ Miller @ HEB

Make this Memorial Day one for the guys with Miller Lite! 21+ can reg-to-win the ULTIMATE mancave including a brand new BBQ grill, \$100 H-E-B gift card, and a Miller Lite fridge with Matt Bearden at HEB on Bee Cave Road and 71 this...

KLBJFM.COM

TWITTER POST



93.7 KLBJ FM @KLBJ937

Register to win the ULTIMATE mancave w/ @MattBearden at HEB on 71 & Bee Cave. Must be 21+ #ad <http://bit.ly/1WTsyLf> [pic.twitter.com/WiYgqUgEu](http://pic.twitter.com/WiYgqUgEu)

I LOVE KLBJS MUSIC 93.7 KLBJ FM @KLBJ937 · Jun 15

This cool dude just won our Ultimate Man Cave!

