

# Coors TOURS

Bonni Dinerstein (ST)  
Severin Didriksen (ST)  
Edward Beckwith (MBA)  
Halle Nurse (CBM)  
Treasure Brown (XD)  
Jessica Fatherly (XD)

**The Ask:**

Coors Light asked us to get harried, stressed-out 21-34-year-olds who feel they are always on to choose Coors Light in their moments of pause. They also asked us to connect the transformative nature of music to their beer, a brand built for chill.

Our guidelines were:

- Create a brand act that includes music
- Embody the Coors Light purpose and values
- Get the public sharing and talking about a 'Coors Light Summer.'

**Audience Insights:**

Our audience's primary pain points are affordability, accessibility, and time. At this stage in their lives, they are looking for convenience, cost-effectiveness, and an exciting, social media-worthy event to reduce their fear of missing out (FOMO).

**The Business Situation:**

Ultimately, the Coors Light team needed to make their beer cool again. After the launch of their "Made to Chill" campaign, the brand began to return to growth. We needed to further this momentum.

**Cultural Tension & Insight:**

Music is an equalizer, connecting people across borders, time, class, and racial lines. However, we found that summer is far from an equalizing force.

Culturally, summer is depicted as a time for exploration and freedom. But, that kind of summer requires both money and time — something fewer and fewer 21-34-year-olds have these days. Attending a music festival like Coachella costs more than two weeks pay for the average person in this age group. This is a price tag many cannot afford.

**The Opportunity:**

We saw an opportunity to provide an exciting live-streamed summer concert experience for our audience, without having them empty their bank accounts.

**The Strategy:**

Remove the barriers to chill.

**The Concept:**

Coors Tours: Free Music. Unlimited Chill.

Bringing three concerts to one venue at the same time by pairing live streaming technology with the silent disco phenomenon.

Coors Tours concerts will be brought to *Dead Zones*, the neglected cities the tour bus always skips.

Rank	Designated Market Area (DMA)	Concerts per 100k residents		
1	Waco-Temple-Bryan, TX	0.2	13	Chattanooga, TN
2	Tri-Cities, TN-VA	0.3	14	Florence-Myrtle Beach, SC
3	Springfield, MO	1.0	15	Jackson, MS
4	South Bend-Elkhart, IN	1.1	16	Lexington, KY
5	Colorado Springs-Pueblo, CO	1.2	17	Portland-Auburn, ME
6	Savannah, GA	1.3	18	Richmond-Petersburg, VA
7	Ft. Myers-Naples, FL	1.4	19	Roanoke-Lynchburg, VA
8	Paducah, KY-Cape Girardeau, MO	1.4	20	Tucson (Sierra Vista), AZ
9	Huntsville-Decatur (Florence), AL	1.5	21	Flint-Saginaw-Bay City, MI
10	Burlington, VT-Plattsburgh, NY	1.5	22	Wilkes Barre-Scranton, PA
11	Baton Rouge, LA	1.6	23	Madison, WI
12	Providence, RI-New Bedford, MA	1.8	24	Dayton, OH
			25	Green Bay-Appleton, WI

Data based on concerts from top 100 artists listed on SeatGeek (01/2013 to 01/2018) 

## Awareness

### Social Poll:

Fans will have the power to choose where the CoorsTour Bus will stop next!

We'll put out a social media poll on Facebook, Twitter and Instagram platforms two weeks prior to the next show and give the fans the option to choose between three dead zone cities. Once the poll is finished we'll release a video reel that reveals which city has been chosen.

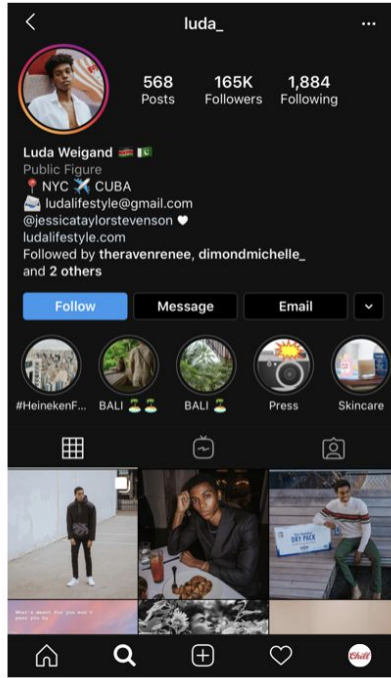
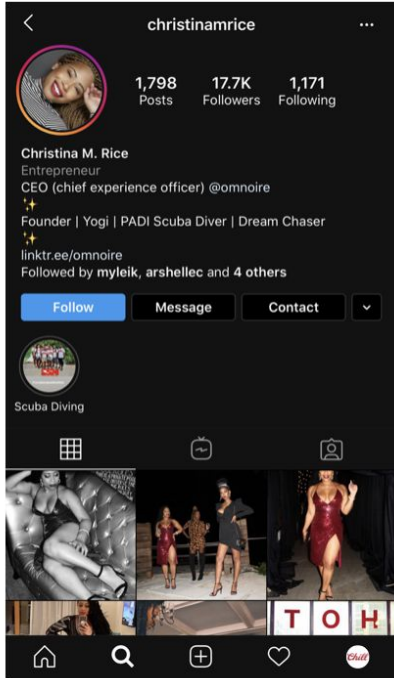
*Chill* Coors Light @CoorsLight 3h  
 Front row sounds without front row seats. #CoorsTours August 12, 2020 ft. 6lack, Lady Antebellum and Tame Impala



2.5k 83.3k

*Influencer Marketing:*

National and local influencers will interact with the Coors Tours Tour Bus and fans at each concert series.



*Coors Tours Festival Activation:*

We will launch the Coors Tours Festival Activation in early July to kick off our Coors Tours Concert Series. The activation will bring 3 festivals to 3 cities at one time through the use of live streaming and silent disco technology. Each activation site will take place at a public park for two reasons: to allow people to stumble upon the event, as well as to keep costs down,

*Locations:*

Los Angeles, CA

New York, NY

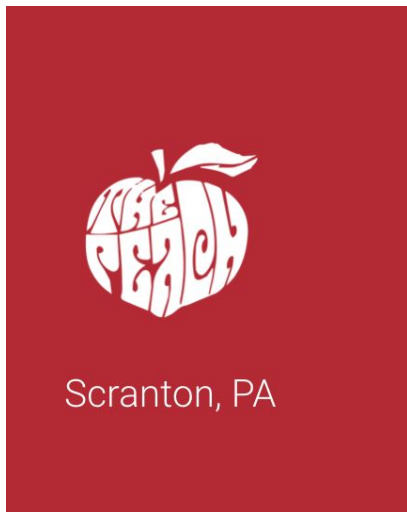
Miami, FL

*Festivals:*

Summerfest: Milwaukee, WI

Essence Fest: New Orleans, PA

Peach Music Festival: Scranton, PA



Coors Light currently has sponsorship at both Peach Festival and Summerfest. Although Coors does not sponsor Essence, we believe there is an opportunity for the brand to have a presence in order to attract a more diverse audience.

## Visitor Journey

### *Step 1: Check ID*

As guests enter the Coors Tours Festival Activation space, they will hand over their ID cards.

### *Step 2: Checkout Headphones*

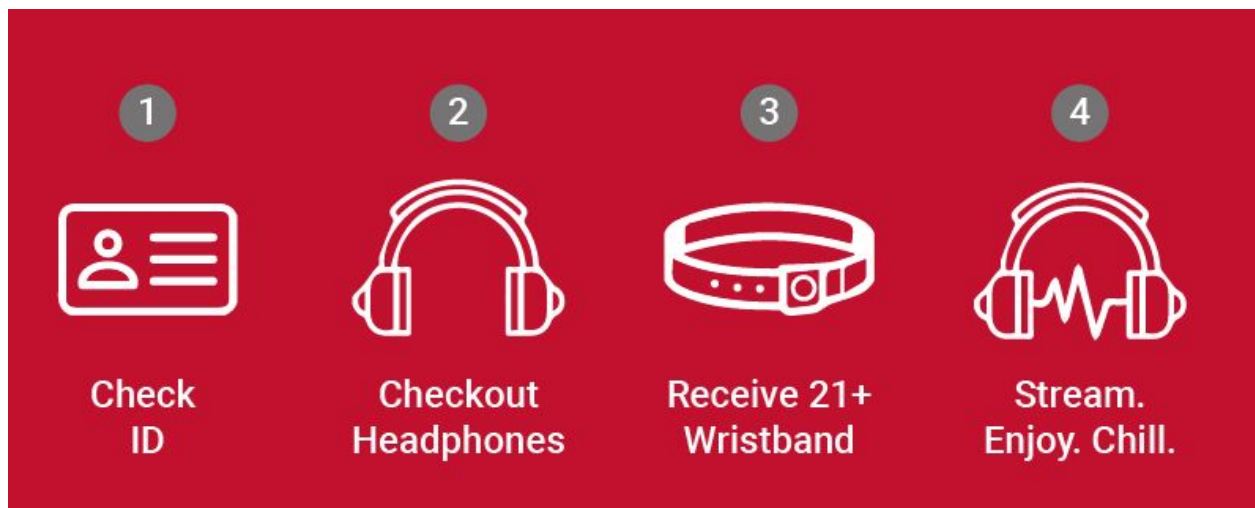
The ID card will allow guests to check out a pair of silent disco headphones. When leaving the activation, guests will return their headphones in order to get their ID cards back.

### *Step 3: Receive 21+ Wristband*

As ID cards are being checked for headphones, guests who are 21 and up will be given a drinking wristband.

### *Step 4: Stream. Enjoy. Chill.*

After receiving their headphones and wristbands (if eligible), guests are able to start streaming music and enjoying themselves.



## Festival Activation Mockups

**Wristband:**

Festival-goers who are 21 and up will receive branded Coors Tours wristbands in order to consume alcohol on festival grounds.



**Headphones:**

Guests will receive branded Coors Light headphones equipped with silent disco technology to use during their time at the festival activation.





**Stages:**

Three large screens, similar to drive-in movie theaters, will live stream festival performances. By looking at the bottom of the screen, guests will be able to view who is currently streaming on each of the three stages, as well as performances to come by their favorite artists.



**Beer Garden:**

Guests with 21 and up wristbands will be able to redeem one free can of beer from the Coors Light branded Beer Garden. While this will easily attract current Coors Light lovers, this will also be a great opportunity for first timers to try the beer brand if they have not done so already.





## Festival Activation Budget

## Budget Sheet:

EVENT / SHOW INFORMATION					
Event / Show: Coors Tours			Date: 08/12/20		
Venue / City: Brown's Island / Richmond, Va.			Time: 8:00pm		
Address: 12th Street			Venue Capacity: 16,000		
TALENT EXPENSES		Influencer Fee / 100k followers	Other Costs (Backline, Hotels, Ground, Hospitality)		Net Expense:
Influencer 1	\$	1,000.00	\$	500.00	\$ 1,500.00
Influencer 2	\$	1,000.00	\$	500.00	\$ 1,500.00
Influencer 3	\$	1,000.00	\$	500.00	\$ 1,500.00
<b>TOTAL TALENT EXPENSES</b>					<b>\$ 4,500.00</b>
SHOW EXPENSES					
<i>All costs below are estimates; these will be finalized into actuals at time of settlement.</i>					
Element:	Vendor:	Cost:	Element:	Vendor:	Cost:
Accounting		\$ 1,000.00	Other Staffing		\$ 1,000.00
Banners / Signage		\$ 1,000.00	Permits - Mass Gathering / TCOU		\$ 500.00
Barricade - Stage		\$ 1,000.00	Portable Toilets		\$ 5,000.00
Parking		\$ 1,000.00	Production Fee		\$ 10,000.00
BMI / ASCAP / SESAC		\$ 250.00	Production Staff		\$ 2,000.00
Catering		\$ 2,000.00	Security - Overnight		\$ 1,200.00
Cleanup		\$ 300.00	Security - Police		\$ 1,200.00
Decorations - Venue		\$ 5,000.00	Security - Staff (Stage, Perimeter)		\$ 2,000.00
Dumpsters		\$ 500.00	Site barricade / cones / plywood / gp		\$ 1,000.00
Expendables		\$ 500.00	Stage Lighting		\$ 1,000.00
Fence		\$ 1,000.00	Stage Video		\$ 2,500.00
Forklifts		\$ 1,000.00	Stage Rental		\$ 2,500.00
Furniture - Decorative		\$ 2,500.00	Stage Manager and Crew		\$ 1,000.00
Generators / Distro		\$ 2,500.00	Stagehands		\$ 1,000.00
Headphone Rentals		\$ 4,000.00	Tents / Tables / Chairs / Linens		\$ 2,000.00
Insurance-general liability		\$ 500.00	Tour Bus		\$ 4,000.00
Labor - Union / Non-Union		\$ 2,000.00			
<b>TOTAL SHOW EXPENSES</b>					<b>\$ 61,950.00</b>
EVENT SUMMARY					
Total Talent Expenses					\$ 4,500.00
Total Event Expenses					\$ 61,950.00
<b>Total Expenses</b>					<b>\$ 66,450.00</b>

## Budget Sheet with Ancillary Income:

EVENT / SHOW INFORMATION					
Event / Show: Coors Tours			Date: 08/12/20		
Venue / City: Brown's Island / Richmond, Va.			Time: 8:00pm		
Address: 12th Street			Venue Capacity:		16,000
REVENUE POTENTIAL	Quantity / Item	Price	Estimated Gross Sales	Less Tax / Commission %	Net Gross
GA Ticket	12000	\$0.00	\$0.00	8.25%	\$ -
VIP Ticket	4000	\$0.00	\$0.00	8.25%	\$ -
<b>Total Ticket Revenue:</b>					<b>\$ -</b>
Other Ancillary Revenue	Food / Art / Bar Income		\$25,000.00		\$25,000.00
<b>Total Ancillary Revenue</b>					<b>\$25,000.00</b>
<b>TOTAL REVENUE</b>					<b>\$ 25,000.00</b>
TALENT EXPENSES		Influencer Fee / 100k followers	Other Costs (Backline, Hotels, Ground, Hospitality)		Net Expense:
Influencer 1	\$	1,000.00	\$	500.00	\$ 1,500.00
Influencer 2	\$	1,000.00	\$	500.00	\$ 1,500.00
Influencer 3	\$	1,000.00	\$	500.00	\$ 1,500.00
<b>TOTAL TALENT EXPENSES</b>					<b>\$ 4,500.00</b>
SHOW EXPENSES					
<i>All costs below are estimates; these will be finalized into actuals at time of settlement.</i>					
Element:	Vendor:	Cost:	Element:	Vendor:	Cost:
Accounting		\$ 1,000.00	Other Staffing		\$ 1,000.00
Banners / Signage		\$ 1,000.00	Permits - Mass Gathering / TCOU		\$ 500.00
Barricade - Stage		\$ 1,000.00	Portable Toilets		\$ 5,000.00
Parking		\$ 1,000.00	Production Fee		\$ 10,000.00
BMI / ASCAP / SESAC		\$ 250.00	Production Staff		\$ 2,000.00
Catering		\$ 2,000.00	Security - Overnight		\$ 1,200.00
Cleanup		\$ 300.00	Security - Police		\$ 1,200.00
Decorations - Venue		\$ 5,000.00	Security - Staff (Stage, Perimeter)		\$ 2,000.00
Dumpsters		\$ 500.00	Site barricade / cones / plywood / gp		\$ 1,000.00
Expendables		\$ 500.00	Stage Lighting		\$ 1,000.00
Fence		\$ 1,000.00	Stage Video		\$ 2,500.00
Forklifts		\$ 1,000.00	Stage Rental		\$ 2,500.00
Furniture - Decorative		\$ 2,500.00	Stage Manager and Crew		\$ 1,000.00
Generators / Distro		\$ 2,500.00	Stagehands		\$ 1,000.00
Headphone Rentals		\$ 4,000.00	Tents / Tables / Chairs / Linens		\$ 2,000.00
Insurance- general liability		\$ 500.00	Tour Bus		\$ 4,000.00
Labor - Union / Non-Union		\$ 2,000.00			
<b>TOTAL SHOW EXPENSES</b>					<b>\$ 61,950.00</b>
EVENT SUMMARY					
Total Talent Expenses		\$			4,500.00
Total Event Expenses		\$			61,950.00
<b>Total Expenses</b>		<b>\$</b>			<b>66,450.00</b>
Net Gross Ticket Revenue		\$			-
Net Ancillary Revenue		\$			25,000.00
Estimated Client Revenue at Capacity		\$			25,000.00
<b>Total Estimated Profit / Loss:</b>					<b>\$ (41,450.00)</b>