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Coors Light can't confirm or deny Golf Experience

by Melita Kuburas

Not even the greatest cynic on a losing streak will be able to avoid the slew of online contests this summer as the "enter to win" seems to be a brand promo favourite for 2010. However, in its eighth year, the ever-popular Coors Light Golf Experience is putting consumers' chances back in the pack.

"One of the biggest things that we changed this year is moving the online needle a bit," says Travis St.Denis, communications strategy director, MEC.

The only way to win the party is to buy a specially marked case of the beer. But the media engagement strategy remains in the online realm with an even greater focus on video, explains St.Denis, the social and digital media lead for the Molson account.

The campaign's catchphrase states that Coors Light can't confirm or deny that this year's Golf Experience "will be wilder and crazier than last year," but allows viewers to judge for themselves in a series of videos of shenanigans posted on the brand's [Youtube channel](#). The videos are also posted in pre-roll format on websites like [CollegeHumor.com](#), [FunnyorDie.com](#) and [Heavy.com](#). Coors Light also utilized site takeovers to drive traffic to the brand webpage and social media channels. These dominations include [WatchMojo.com](#) and [DailyMotion.com](#), where the entire page is branded in Coors Light golf imaging (mountainous landscape and girls in short golf kilts), with videos embedded on the site, targeting the male, 19-to-29 demo, explains St.Denis.

TV spots, with creative by Draft FCB, are also currently in market, which adds to the campaign an effect of "halo communication and broad awareness," says St.Denis. There's also the "TV bug," which consists of a tiny video embedded in the bottom left-hand corner during programming on specialty programs.

"We're exploring new ways of engaging consumers and keeping them interested in the brand," says St.Denis. "We thought about what Coors Light Golf Experience was, as a promotion, and how the brand would do golf differently and some of the mayhem involved. Video was a great way to communicate that," he says.



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