



MILLER: LIGHT BEER, HEAVY INSIGHTS

A case study on connecting with real fans of the brand and producing authentic UGC.

◇ GREAT TASTE...LESS FILLING!

Developed in 1967 as “Gablinger’s Diet Beer”, by a competing brewery, the recipe was eventually sold to Miller in 1972. Miller Lite or “Lite Beer from Miller” was the first commercially available light beer. “Great Taste...Less Filling!” was also ranked by Advertising Age as the eight best advertising campaign in history.

◇ THE OBJECTIVE

Miller Lite wanted to gain insights into the everyday lives of their consumers, and to connect with their key “promoters” on social media.

◇ KEY USES CASES

1. Analyzed thousands of UGC images with no relevant text to discover new opportunities.
2. Identified/connected with Miller Lite influencers and “promoters”
3. Tracked competing brands and influencers
4. Collected key data on users posting about Miller Lite



◇ THE RESULTS



1.1M
Total Posts Found



3.2%
Posts with No
Relevant Text Scanned



575
Promoters
Found

