

# EXECUTIVE

SUMMARY 2018



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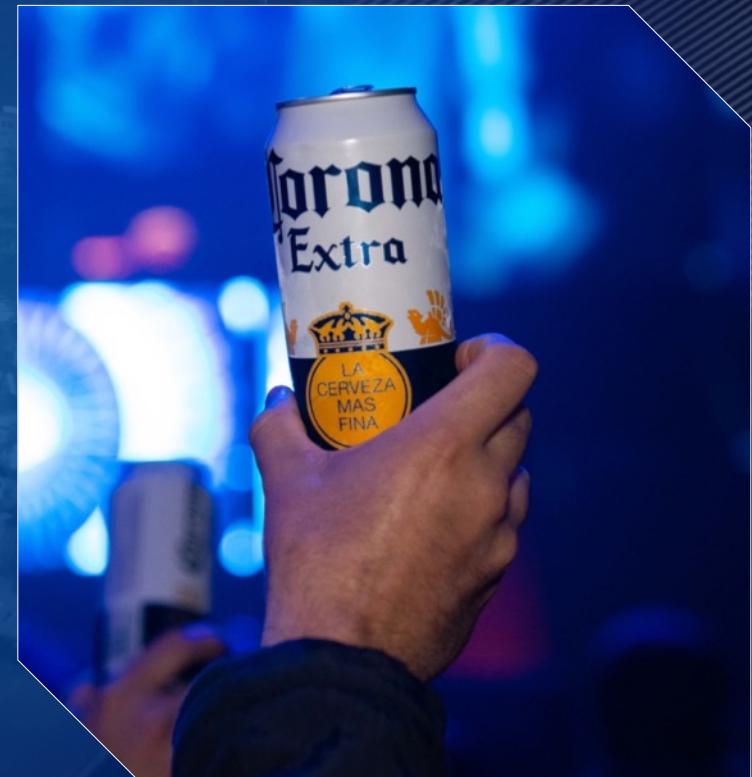
## THE BRAND TEAM SAID

Our challenge is to recruit Hispanic lapsed drinkers but without jeopardizing our strong position with those who already choose us.

We need them to re-think and re-identify with our brand by being personally relevant, staying current, and connecting emotionally with our target.

## WHAT REVOLUCIÓN KNEW

1. According to Nielsen, a campaign with a music artist has been shown to increase buy rates of a product by as much as 28% among the artist's Millennial fans.
2. Music artist programming has been shown to increase a brand's market share by as much as 2.4 points among the artist's fan base.



# 2018

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INAUGURAL CORONA ESTEREO BEACH TOUR



### OUR TEAM'S DIRECTIVE WAS TO

- + Develop a unique, differentiated and ownable music event concept with a clear POV on what makes it different and ownable for Corona.
- + Develop the creative approach including look and feel, logo, colors and name to bring the event concept to life.
- + Develop and execute a series of unique Corona consumer experiences that will resonate across key DMA's and key accounts.
- + Build a platform that the local field and distributors will be excited to bring to their accounts as the new "IT" property by partnering with the hottest artist!





### ARTIST ENGAGEMENT

“Pegue” is what the artist needs to have with the right consumers to ensure that our targeting goals are met. Millennial draw and a good partnership is key.



### CONSUMER EXPERIENCE

We want consumers to feel like they are living a Corona experience that visually communicates the “Saber Vivir” mentality and immerses them into the Brand World.



### AMPLIFICATION

ROI goes beyond event attendance. Retail extensions, influencer amplification and block and tackle PR give brands the third party credibility that keeps them relevant.

# 2018- HYBRID CONCERT SERIES MODEL

OUR PARTNER

7

## LIVE NATION CORONA ESTÉREO BEACH TOUR

- + In 2018, we kicked off the initiative with a partnership with Live Nation and 5X Latin Grammy winning artist Wisin.
- + Live Nation provided the flexibility and ease of being able to develop a program that will comply with all of our requirements inclusive of leveraging Corona friendly venues, ability to tap into their marketing resources for event promotion and peace of mind that events are in compliance with local ABC laws.
- + Live Nation also contributed to concert production and venue expenses; while still providing Corona with a large block of tickets to leverage with retailers, wholesalers & media.



### PROGRAM DESCRIPTION

Corona Estéreo Beach was designed to bring “Saber Vivir” to life. Partnering with the popular Reggaetón pioneer, Wisin. The tour visited 5 top Hispanic DMAs over the span of three weeks.

A 360 campaign came to life through retail, on-premise, social, PR and culminated with an intimate and an immersive concert experience where the brand world came to life.

Leveraging new and relevant technology, VIP experiences and the intimate setting of the concert, consumers were treated to a unique experience only Corona could deliver.

### OBJECTIVE / SUCCESS CRITERIA (KPI'S)

- + Create a program leveraging top-tier talent resulting in saliency within target DMAs
- + Build authentic relevance to our target consumer through a targeted music program
- + Increase volume on/off premise leading up to and after event promotion
- + Build Equity in Corona Estéreo Beach

### PROGRAM DETAILS

- + 5 shows: Boston, Chicago, Orlando, Miami and Dallas
- + Four hour events with opening DJ/Emcee
- + VIP area for retailers and promotion winners

### RETAIL SUPPORT THROUGH

- + Displays at relevant Latino accounts
- + Radio buys
- + Local Social Influencers
- + Social through artist platforms and PR outreach



# 2018

TOUR BY THE NUMBERS



### **BOSTON, MA**

October 31, 2018 (Wed)  
Venue: House of Blues

### **CHICAGO, IL**

November 6, 2018 (Tues)  
Venue: Joe's Live (Rosemont)

### **ORLANDO, FL**

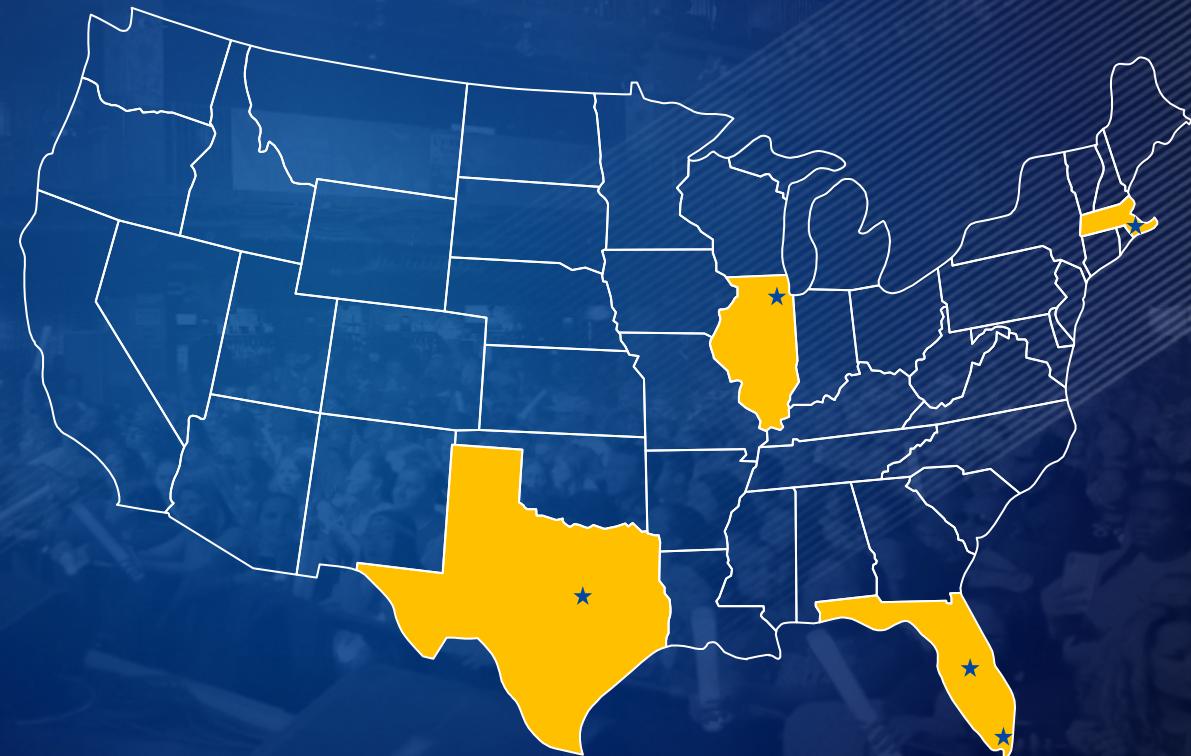
November 9, 2018 (Fri)  
Venue: House of Blues

### **MIAMI, FL**

November 14, 2018 (Wed)  
Venue: The Fillmore

### **DALLAS, TX**

November 16, 2018 (Fri)  
Venue: South Side Ballroom





**5 SHOWS**

ACROSS FIVE  
PRIORITY MARKETS



**8,362**

CONSUMERS IN  
ATTENDANCE



**5,092/517**

UNITS/CASES SOLD



**132MM**

EARNED PR AND SOCIAL  
IMPRESSIONS



**4MM**

PAID MEDIA IMPRESSIONS

# EVENT NUMBERS

## AT A GLANCE

EVENT INFORMATION			EVENT DETAIL	EVENT ACTIVATION		UNIT SALES*
EVENT DATE	MARKET	ARTIST	ATTENDANCE	HYPNO	Live Polling	
10/31/18	Boston	Wisin	1,450	317	478	1,350
11/6/18	Chicago	Wisin	1,745	490	515	840
11/9/18	Orlando	Wisin	1,957	558	569	1,019
11/14/18	Miami	Wisin	1,535	451	375	1,305
11/16/18	Dallas	Wisin	1,675	427	352	578
TOTAL			8,362	2,243	2,289	5,092

### PROGRAM HIGHLIGHTS BY THE NUMBERS

- + All 5 Markets delivered on an intimate consumer experience
- + **2 Sold out** shows out of the five markets
- + **Over 4,400** consumers engaged with Hypno® and Live Polling
- + Over 700 Exclusive VIP experiences



# EVENT BEER SALES

## AT A GLANCE

EVENT INFORMATION		PRODUCT SALES CASES/UNIT EQUIVALENT						
EVENT DATE	MARKET	Corona 12oz Cases (case= 12 per)	Corona 16oz Cases (case= 9 per)	Corona 24oz Cases (case= 6 per)	Corona Light 12 oz Cases. (case= 12 per)	Corona Light 16 oz Cases (case= 9 per)	Corona Premier 12oz Cases (case= 12 per)	TOTAL UNITS
10/31/18	Boston		150					1,350
11/6/18	Chicago	65			5			840
11/9/18	Orlando	85						1,019
11/14/18	Miami		125			20		1,305
11/16/18	Dallas	19		38			10	578
		169	275	38	5	20	10	5,092

## PROGRAM CONSIDERATIONS

- + Brand pricing, liquor availability were issues at all venues
- + Existing branded partnerships at venues affected our ability to fully take over (i.e. Tito's Bar)
- + **Venue takeovers** helped suppress competing brand sales
- + Negotiated the use of exclusive Corona bars in VIP and GA areas
- + **517 Cases** sold



# IMPRESSIONS

## AT A GLANCE

EVENT INFORMATION		MEDIA IMPRESSIONS			ONLINE CAMPAIGN		EARNED IMPRESSIONS	
MARKET	Radio	OOH	Social Media	Artist	Online Rotating Media Placements	Online Fixed Media Placements	PR Efforts	
					IMPRESSIONS	IMPRESSIONS		
Boston					39,046		10,142,185	
Chicago	393,200				25,838		4,821,178	
Orlando	567,000				375,319	29,993	10,108,062	
Miami	1,726,000	173,424			206,402		2,404,407	
Dallas	428,000		115,000				16,608	
National			7,887,221	4,350,560			92,588,672	
<b>TOTALS</b>	<b>3,114,200</b>	<b>173,424</b>	<b>8,002,221</b>	<b>4,350,560</b>	<b>375,319</b>	<b>301,279</b>	<b>120,081,112</b>	
<b>TOTAL IMPRESSIONS</b>	<b>3,114,200</b>	<b>173,424</b>	<b>8,002,221</b>	<b>4,350,560</b>	<b>375,319</b>	<b>301,279</b>	<b>136,398,115</b>	
							PAID	3,964,672
							EARNED	132,433,893
							SOCIAL	12,654,060

## PROGRAM HIGHLIGHTS BY THE NUMBERS

- + Over 35 Social media posts from Wisin 10MM followers resulted in over 900K Engagements
- + 120MM National and local media impressions through PR
- + 12MM Social impressions from Wisin, Live Nation, Publications' Social Channels
- + 136MM Impressions beyond the events



# 2018

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SUPPORTING BRANDED ASSETS



### UNIQUE AND RELEVANT

Revolucion was tasked with producing a unique and relevant experience for consumers that only Corona can provide. Beyond exceptional set and venue takeovers we needed to bring consumers an experience that started at retail, lived in media and culminated at a high energy show that illustrated the brand's "Saber Vivir" vibe.

The brand was able to build buzz before the event through the creative and POS, sustain it through dedicated public relations and deliver a brand immersion at Corona Estéreo Beach.

Leveraging consumer insights and the newest and hottest experiential technology we treated our consumers to an interactive live polling activation and user generated content through our HYPNO technology to share during and after the show.

At the end of the day, we built equity in a consumer experience that only Corona can bring to life.



# DISTRIBUTOR ASSETS

## ON/OFF PREMISE CREATIVE



60 X 35.5 BANNER



10 X 6.625 WOOD MENU



24 X 35.5 POSTER



4 X 13.75 TABLE TENT



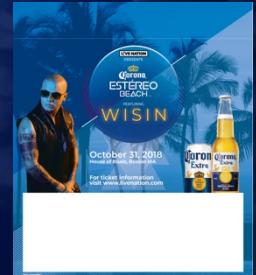
4 X 14 ACRYLIC MENU



36" X 78" STANDEE



3 SIDED DISPLAY



13.25 X 15.5 TUCK CARD

### HYPNO®

Estéreo Beach delivered the most addictive consumer experience available to amplify the Corona partnership across consumer's social channels. The activation lasted throughout the entire show, leading to more impressions and deeper engagement.

- + **Boston:** 317
- + **Chicago:** 490
- + **Orlando:** 558
- + **Miami:** 451
- + **Dallas:** 427

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**TOTAL** 2,243



### LIVE POLLING

Once consumers entered the music hall the TV screens throughout the venue were used to prompt consumers to choose their favorite Wisin song to close the evening. Using a short text code they voted and the polling showed the results in real time!

+	<b>Boston:</b>	478
+	<b>Chicago:</b>	515
+	<b>Orlando:</b>	569
+	<b>Miami:</b>	375
+	<b>Dallas:</b>	352
<hr/>		
<b>TOTAL</b>		<b>2,289</b>



# EXPERIENTIAL

## HIGHLIGHTS

### MEET & GREET

VIP's & select guests as well as corporate invitees were given the opportunity to have an exclusive experience at the Corona Estéreo Beach Meet & Greet lounges at each venue. The vibe was exclusive and truly elevated the consumer experience by not following the classic enter and exit protocol as with most artist. Consumers were treated to engage and interact with Wisin giving them more "access."

- + **Boston:** 50
- + **Chicago:** 100
- + **Orlando:** 40
- + **Miami:** 40
- + **Dallas:** 50

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**TOTAL** 280



### PREMIUM GIVEAWAYS

Corona's commitment to premium giveaways went beyond the value of the item, but was an expression of the partnership with the artist. Corona took style points from Wisin and developed an exclusive item inspired by his wardrobe that he and his fans would connect with.

Guests were also treated to LED batons to become an organic part of the visual and musical experience.

+ **Leather Hats:** 250

+ **LED Batons:** 3,500

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**TOTAL** 3,750



# EXPERIENTIAL

## HIGHLIGHTS

### VIP EXPERIENCE

Corona Extra, light appetizers and a private VIP lounge was served up to clients and consumers in each market making the night that much more memorable for those lucky enough to get their hands on the coveted VIP custom laminates.

+ <b>Boston:</b>	100
+ <b>Chicago:</b>	200 (100 consumer + 100 clients)
+ <b>Orlando:</b>	100
+ <b>Miami:</b>	100
+ <b>Dallas:</b>	100
+ <b>M&amp;G:</b>	280
<b>TOTAL</b>	<b>880</b>



## ENDORSEMENT vs. INTEGRATION

One of the most coveted elements of any partnership for a brand is the idea that the artist is not there just for the paycheck. An authentic and organic experience that consumers look to as a seamless and creative partnership vs. a pay for play activation is a measure of success.

Wisin delivered that authenticity and more during our three week engagement. He not only served up great on stage product integrations, he gave consumers organic content based on the partnership that reached thousands if not millions of people through his social platforms.

The key to the success was that he was not delivering generic key messages based on a sales deck, he was creating organic content that him and his team developed and brought the brand along for the ride, allowing us to benefit from organic third party credibility... the coveted "endorsement."



### ARTIST POSTS

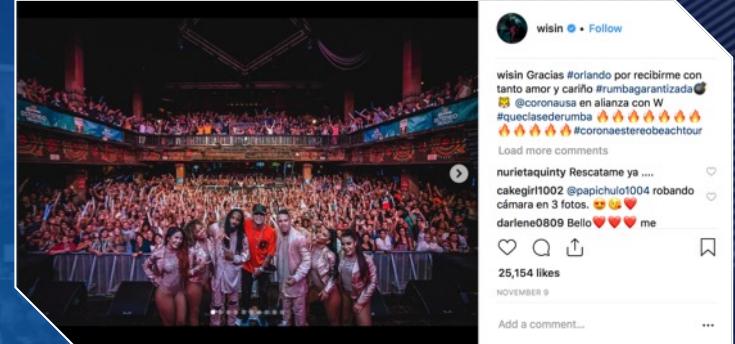
Wisin's content was authentic, from the heart and clearly featured Corona as an integral part of the conversation as he spoke to his fans.

He went above and beyond his pre-agreed upon 16 social posts with over **35 POSTS** on Instagram and Twitter reaching out to **9.1MM** and **909K** fans respectively. The posts were organic and didn't sound pre-scripted or full of inauthentic brand messaging. He made the brand relevant and gave us the opportunity to join the conversation and practically endorsed us.



Corona  
ESTÉREO  
BEACH

### 91MM IMPRESSIONS



# EARNED MEDIA IMPRESSIONS

PR & SOCIAL MEDIA

25



NATIONAL  
**92,588,672**

BOSTON  
**10,143,185**

CHICAGO  
**4,821,178**

ORLANDO  
**10,108,062**

MIAMI  
**2,404,407**

DALLAS  
**16,608**

SOCIAL MEDIA FROM TRADITIONAL MEDIA  
**8MM**

WISIN SOCIAL ENGAGEMENT/IMPRESSIONS  
**900K/4MM**

TOTAL MEDIA IMPRESSIONS  
**136MM**

### PR HIGHLIGHTS

- + Bicultural millennial consumer was reached via English and Spanish language media
- + 4/5 Hispanic Dailies Covered Corona Estéreo Beach
- + Business, trade, lifestyle and music industry media covering all stake holders

### LOCAL MARKETS BREAKDOWN

#### BOSTON

- + Boston Herald coverage tied to World Series
- + Feature in El Planeta Daily

#### CHICAGO

- + Three feature articles in Hoy Newspaper
- + Mentions in Things to Do in Do312 and Daily Herald

#### ORLANDO

- + Orlando Sentinel
- + Telemundo

#### MIAMI

- + NBC/Telemundo
- + Haute Living

#### DALLAS

- + Al Dia Dallas Morning News

# 133K IMPRESSIONS

**Wisin** recibe su propia playera de los Red Sox

Corona Estéreo Beach arrancó en Boston.

POR NYLON ESPAÑOL · NOVIEMBRE 03, 2018



**Wisin to Headline First-Ever Corona Estéreo Beach U.S. Tour**

9/27/2018 by Susanna Hernandez



**NYLON**

Wisin será el headliner de la gira Corona Estéreo Beach

La gira inicia el 31 de octubre





**Reggaeton Star Wisin Brews A Partnership With Corona For His U.S. Fall Tour**

Gary Suarez Contributor © Hollywood & Entertainment



**Latin Superstar Wisin On His Nation-Wide Tour Coming To Miami**

BY PAOLO MASTRANGIOIA | CELEBRITIES NEWS | NOVEMBER 5, 2018



















# 2018

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ACTIVATION HIGHLIGHTS BY MARKET



### DESCRIPTION

Secure Features in On Premise and Displays in the Off Premise by offering consumers a chance to win tickets to Wisin at House of Blues Boston October 31<sup>st</sup>.

### ACTIVATION FOCUS

- + Secure Corona Extra Features in key Hispanic accounts
  - Bucket or bottle feature with signage
  - Enter to win consumer raffle for tickets
- + Secure Corona Family Displays in key Hispanic accounts
  - LSE or 2/12 NR feature with signage
  - Enter to win consumer raffle for tickets

### RESULTS

- + 9 people downloaded the creative
- + Off Premise total: **238 Accounts**
  - Burke, L. Knife, Merrimack, Atlas, Quality, Horizon
- + On Premise total: **209 Accounts**
  - Burke, L. Knife, Merrimack, Atlas, Quality, Horizon



**447 Accounts**  
Target Hispanic accounts were reached through on and off premise activations that included end display caps for Corona Extra and features on premise leveraging ticket giveaways and raffles.



**PROS:**

- + Boston Red Sox players showed up to continue the celebration of their World Series Win resulting in more coverage and social traction for the Boston concert.
- + Venue and staff were very accommodating to showcase Corona product vs. competing

**CONS**

- + Concert took place on Halloween eve which may have affected attendance.
- + Boston Red Sox win affected travel to venue

# BOSTON

## HOUSE OF BLUES

### October 31, 2018

Corona  
ESTÉREO  
BEACH

ATTENDANCE: ..... 1,450

MEET & GREET: ..... 50 Guests

CONSUMER VIP: ..... 100 Guests

CLIENT VIP: ..... 100 Guests

HYPNO VIDEOS: ..... 317

LIVE POLLING VOTES: ..... 478

CASE EQUIVALENT SOLD: ... 150 / CX 16oz.

### DESCRIPTION

Leverage the Corona Estéreo Beach program to increase depletion on and off premise.

### ACTIVATION FOCUS

- + Secured Corona Extra Features in key Hispanic accounts
  - Nine displays at independent liquor accounts
- + Activated at three major Hispanic accounts leveraging Radio remotes and Van Hits
  - Grand & Western Liquors
  - La Vinata Liquors
  - RJ Food & Liquor

### RESULTS

- + 21 people downloaded the creative
- + 44% positive growth at Grand & Western
- + 126% positive growth at RJ Food & Liquor
- + Total Growth:
  - + 49.48% growth TY vs. YA
  - + 769 more cases sold in a 13 day period

**+48% in**

depletion this year vs. a year ago with 2,325 cases vs. 1,555 respectively. Corona was able to secure 9 Corona Family displays at 9 independent liquor stores



**PROS:**

- + Chicago sold out and was at capacity on a Tuesday night
- + Hosted the largest VIP crowd by elevating consumer experiences by bringing them up to the VIP section if they had brand in hand

**CONS**

- + C-brands were not purchased by the venue to sell across all bars
- + Due to placement of bars, it was harder to sell Corona to the crowd in front of the stage

# CHICAGO

## JOE'S LIVE

### November 6, 2018



ATTENDANCE: ..... 1,745

MEET & GREET: ..... 100 Guests

CONSUMER VIP: ..... 100 Guests

CLIENT VIP: ..... 100 Guests

HYPNO VIDEOS: ..... 490

LIVE POLLING VOTES: ..... 515

CASE EQUIVALENT SOLD: ... 70/ CX 16oz.

The strategy in market was to...

1. Expand awareness of Corona's sponsorship through the Orlando weekly platform and Instagram posts. (Marketing)
2. Extend the local sweepstakes to retail to help gain incremental features/displays in targeted off and on premise Hispanic accounts. (Retail)
  - + Premium Event ad space: 78K Impressions
  - + Mobil Premium placement: 278K Impressions
  - + IG posts promoting local text to win campaign: 34K Impressions

### +374K Media

Impressions reached in-market with heavy support from mobile, social and paid print advertising. Over 1200 likes on Instagram were also reached through the campaign.

### RESULTS

- + 7 people downloaded the creative
- + 374K total media campaign impressions
- + 128 Likes
- + 704 Sweepstakes entries
- + 1214 Instagram Likes



**PROS:**

- + Orlando was sold out and at capacity
- + Leveraged DJ and BAs to stimulate beer sales
- + We were able to take down all competing beer displays leading to Corona selling out

**CONS**

- + Liquor sales could not be suppressed at the main bars due to bottles being on display
- + Venue was on Disney property making outdoor branding impossible

# ORLANDO

## HOUSE OF BLUES

### November 9, 2018

Corona  
ESTÉREO  
BEACH

ATTENDANCE: ..... 2,000

MEET & GREET: ..... 40 Guests

CONSUMER VIP: ..... 100 Guests

HYPNO VIDEOS: ..... 558

LIVE POLLING VOTES: ..... 569

CASE EQUIVALENT SOLD: ... SOLD OUT

### DESCRIPTION

Expand awareness of Corona's partnership with a local sweepstakes.

Heavy activation in retail to help gain incremental features and displays in targeted on premise accounts

### ACTIVATION FOCUS

- + Text to win ticket promotions on and off premise
  - Methods of entry
    - Text-to-win and Enter-to-win
    - Enter to win consumer raffle for tickets
- + Secure Corona Family Displays in key Hispanic accounts

### RESULTS

- + 8 people downloaded the creative
- + Hosted bar spends and ticket giveaways at 8 accounts
- + 345 total sweepstakes entries
  - Online entries: 318 vs. Text: 27
- + Hispanic account growth was 6.9% overall, but largest single account growth was 68.2%

**+6.9%**

Growth in target accounts vs. year ago.

- Locked in incremental price features
- Utilized custom sweeps and POS to help drive awareness



**PROS:**

- + Corona was able to get exclusive bars at the entrance of the bar as well as the VIP sections
- + We were able to close the Tito's lounge

**CONS**

- + Drake as well as other competing Latin Grammy events took place that night
- + There are only two bars within the concert hall
- + Limited TVs and older tech affected set up time and live polling activation

# MIAMI

## THE FILLMORE MIAMI BEACH

### November 14, 2018



ATTENDANCE: ..... 1,535

MEET & GREET: ..... 40 Guests

CONSUMER VIP: ..... 100 Guests

HYPNO VIDEOS: ..... 451

LIVE POLLING VOTES: ..... 375

CASE EQUIVALENT SOLD: ... 145 / CX 16oz.

1. The strategy in market was to...  
Expand awareness of Corona's sponsorship with targeted social posts. (Marketing)
2. Extend the promotion to retail to help gain incremental features/displays in targeted off and on premise Hispanic accounts. (Retail)

**INFLUENCERS:** Leveraged relationship with 15+ Hispanic, local, Nano-influencers in Dallas with a 115K person reach. Targeted 25-34yo bicultural/bilingual males and females Dallas natives. (Reach 115k)

**ASK:** Post a thank you message to @coronausa for the tickets and/or invited consumer to attend the show with them to drive awareness of the program.

### RESULTS:

- + 9 people downloaded the creative
- + 26+ Accounts reached
- + 35K Post impressions
- + 5k Likes
- + 484 Comments
- + 16k Story impressions

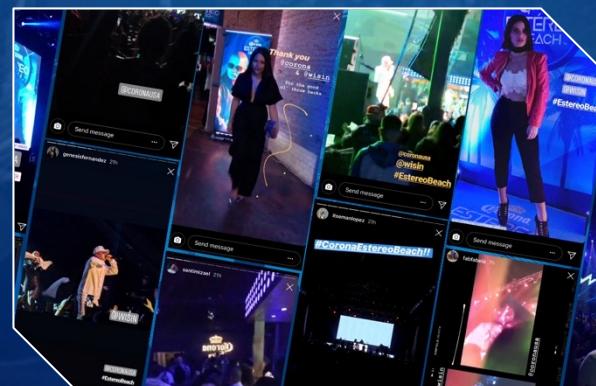
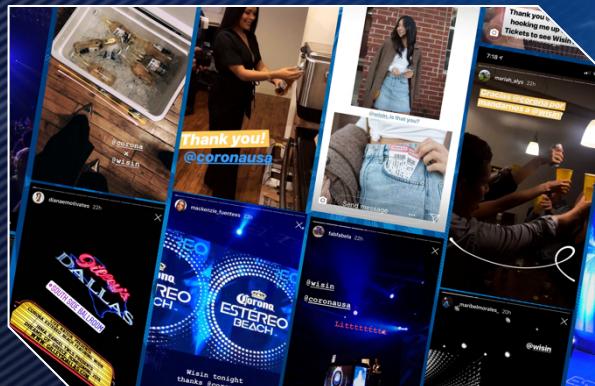
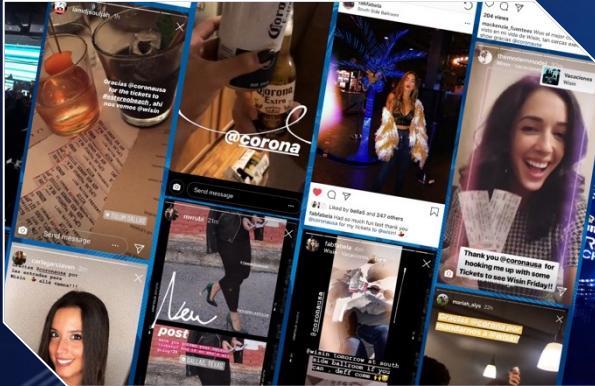
**+57.83%**  
within target accounts vs. YA.  
Locked in incremental price  
features at multiple  
accounts. Utilized custom  
draft POS to help drive  
awareness of CX draft in key  
Hispanic accounts.

Corona.  
ESTÉREO  
BEACH.



# LOCAL MARKET

## DALLAS HIGHLIGHTS





#### PROS:

- + Due to venue layout, the Corona takeover was much more impactful.
- + Existing relationship with venue allowed for highlighting Corona over competing products.
- + Consumers came in groups and exemplified the prototypical target

#### CONS

- + Location and traffic affected showtime of show
- + More bartenders were needed to accommodate the crowd

**DALLAS**  
SOUTH SIDE BALLROOM  
November 15, 2018

Corona  
ESTÉREO  
BEACH

ATTENDANCE: ..... 1,675

MEET & GREET: ..... 50 Guests

CONSUMER VIP: ..... 100 Guests

HYPNO VIDEOS: ..... 427

LIVE POLLING VOTES: ..... 352

CASE EQUIVALENT SOLD: .... 76

# 2017 VS. 2018

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COMPARISON  
2018 KEY LEARNINGS

**In 2017 28%**

of people in attendance  
drank Corona

### 2017 CORONA SALES DATA

- + Total of 32 stops
- + Total attendance 351,594
- + Arena venues (10k+ venues)
- + Total sales 98,000  
(an average of 3,062 per venue)

**In 2018 61%**

of people in attendance  
drank Corona

### 2018 CORONA SALES DATA

- + Total of 5 stops
- + Total attendance 8,405
- + Small venues (2k+ venues)
- + Total sales 5,092  
(an average of 1,018 per venue)

## 5 Market

Data comparison showed the same differentiation

Corona  
ESTÉREO  
BEACH



### PRODUCT SALES AND SAMPLING

- + Venues were generous in what they allowed us to do in order to highlight Corona Extra. From developing Corona specific bars at the entrance of the venue and VIP areas to removing competing brands from displays while still selling them, venues were generally flexible with helping us emphasize the brand.
- + Review local market learning to bring consistency to activation and promotion to maximize growth potential in 2019.
  - + Consider on and off premise activations and what motivates local field marketing efforts

### BRAND EXPERIENCE

- + Consumers waited in line to experience the Hypno activation and BA's were constantly asked to walk fans through the content play. The LED batons helped fans become an organic part of the experience and create dynamite visual that supported the set design that completed the experience.
- + VIP and Meet and Greet opportunities should be expanded to include loyal consumers that we identify at the concerts to heighten their experiences.
- + Though Live Polling was a success, it took consumers longer to take in the process hence we would need to simplify for future activation

### TICKET DISTRIBUTION

- + Revolución street teams played a vital role in ensuring that our target consumers/true fans were able to obtain tickets where they live, work and play ensuring a seamless touchpoint in their lifestyle.

# KEY LEARNINGS

& AMPLIFICATION OPPORTUNITIES

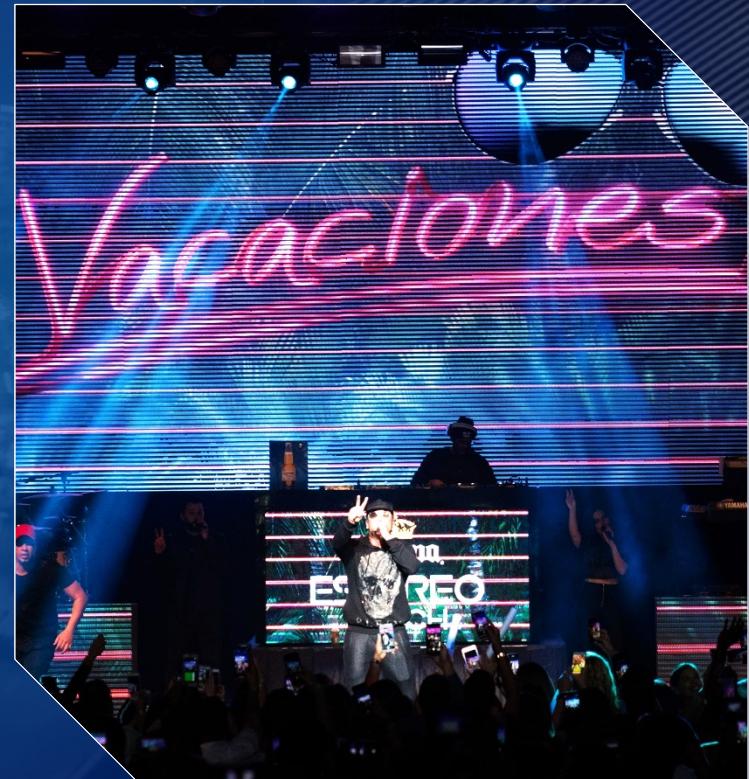
42

## INFLUENCER AND SOCIAL MEDIA

- + Working with micro-influencers in local markets can greatly amplify our activation and give it an authentic and grassroots feel from the consumer perspective while elevating positive brand sentiment.
- + Public relations allowed the program to have a national feel despite only serving five markets with mentions in national outlets like Forbes and Billboard catering to multiple stakeholders.
- + The artist continued to be a great partner throughout the program via his authentic posts.
- + Moving forward we will work closer with the artist's management and partner DJs to amplify pre-promotion on their respective social networks.



Corona  
ESTÉREO  
BEACH



# 2019

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TOUR MODELS  
PROGRAM CONSIDERATIONS

### HYBRID MODEL- MOVING FORWARD

#### PROS

- + Smaller and less expensive to produce
- + Partnership with artist gives them equity
- + Working with artist and promotor from concept to completion allowed us to influence timing, venue selection, secure proper real-estate for our in-venue consumer engagements
- + Truly immersive brand world experience
- + Support local field with more tickets

#### CONS

- + 2018 was tailored specifically to the situation
- + We cannot override existing brand/venue contracts
- + Very little promotional support
- + Mixed consumer messaging on how tickets are given away
- + Promotor may demand the purchase of all tickets which will drive up cost of program



### BUYOUT MODEL: BY INVITE ONLY

#### PROS

- + Brand owns tickets and giveaway channels
- + Brand dictates dates and times
- + Brand dictates intimate consumer experience
- + Exclusive pouring rights

#### CONS

- + The most expensive model
- + Legal complexities (need to partner with 501c3)
- + Resources need to be leveraged throughout system (2-4K tix)
- + Top-tier artists will demand all shows (approx. 5 shows)
- + Securing Top-Tier artist is a challenge due to pre-existing tours
- + Other brands are leveraging this model
- + Working with multiple artists leads to a lack of a dedicated partnership



### TOUR MODEL

#### PROS

- + Partnering with Top-Tier artist and receiving tour assets
- + Larger consumer base (Arena size) in more markets (15+ markets)
- + Longer timeframe from begin to end giving brand more marketing space
- + More media and advertising spend by promotor
- + Room to negotiate number of tickets to impact the field (200+ tix)
- + More negotiating power with the venue through artist and promotor

#### CONS

- + Brand does not control dates and venues
- + Brand does not have exclusivity
- + We do not have total control over competing brands and alcohol sales
- + Little room to influence markets and venues



### SPONSORSHIP MODEL- FESTIVAL/ONE-OFFS

#### PROS

- + Pre-existing events allow us to get involved vs. producing it in-house
- + One-offs can serve as bookends to another model
- + Being exposed to 50K+ consumers
- + Own the pour at festivals and private events

#### CONS

- + Less ownership
- + Third party controls artists contracts and asks for music festivals
- + Weather can be a variable with outdoor events/festivals
- + Limitation on assets and tickets
- + Shared ownability with other brands
- + Brand immersion is limited to a smaller footprint
- + Festivals tend to be more expensive to activate accordingly



# 2019

WHO IS HOT AND RELEVANT TO THE TARGET CORONA CONSUMER



# ARTIST RECOMMENDATION

BEST TARGET SEGMENT RELEVANCY AND REACH

49



*Daddy Yankee*

*BAD BUNNY*

*ozuna*

*MALUMA*



## 1. +

- + Tour in Q2
- + 15 Markets
- + May 23- June 23
- + Open to partnership with potential to do private event
- + Strong existing equity and partnership
- + Strong management team
- + **Partnership Estimate: \$1.3MM\***

## 2. +

- + Tour TBD Q3/Q4
- + 8 Markets
- + CMN owned tour
- + We could influence markets and dates
- + Strong management team
- + **Partnership Estimate: \$1MM\***

## 3. +

- + Tour Q1-Q2
- + 14 Markets
- + CMN owned tour
- + Private show consideration due to early tour
- + Strong management team
- + **Partnership Estimate: \$1MM\***

## 4. +

- + Tour in Q4
- + 20+ MARKETS
- + Tour will be owned by AEG or LIVE Nation
- + Weak Management team
- + Will not consider private shows
- + **Partnership Estimate: \$1MM\***

## 5. +

- + Current tour Q3-Q4
- + 18 Markets
- + CMN owned tour
- + Strong management team
- + Willing to discuss private shows after paid shows
- + **Partner Estimate:**
  - + Tour \$1.5MM\*
  - + Private show \$250K per minimum 4

\*Investment based on previously negotiated deliverables, ticket numbers will be reduced

# ARTIST RECOMMENDATION

BEST TARGET SEGMENT RELEVANCY AND REACH

50



*Daddy Yankee*

*BAD BUNNY*

*OSUNA*

*MALUMA*



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# NEXT STEPS

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BRAND FEEDBACK BY W/O JANUARY 7

REVOLUCION QUESTIONS W/O JANUARY 12

BRAND RESPONSE BY JANUARY 16

REVOLUCION 2019 RECOMMENDATION W/O JANUARY 21 PENDING ARTIST DETAILS

# THANK YOU

SUMMARY 2018



**ANDREA BOTERO**, President

**MARK FLORES**, Director of Brand Partnerships

**DUSTIN TYLER**, Executive Creative Director



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