



# CONCIERTOS ORIGINALES

## **EXECUTIVE SUMMARY**

2018



# PROGRAM

## OVERVIEW

### PROGRAM DESCRIPTION

Miller Lite returned to Dallas and Miami for its third consecutive year with Conciertos Originales – and 5 new cities were added to this concert series curated for Latin music fans in key Hispanic markets: San Antonio, Houston, McAllen, Las Vegas and Chicago.

Concert experiences allow Miller Lite to bring an authentic, exclusive and memorable experience directly to the Hispanic KBD that will drive loyalty & will keep Miller Lite top of mind during beer purchasing moments

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

- + Recruit LDA (21-27 YRS ) Hispanics
- + Build relevance through music programming
- + Increase YOY attendance
- + Increase relevancy and trial in the market at on/off premise promotions
- + Control the pour at all events
- + Increase product sales at on/off premise leading up to and after event promotion

### PROGRAM DETAILS

- + Concerts: 3 concerts in Dallas, Houston, Miami; 2 concerts in San Antonio, McAllen, Las Vegas, Chicago
- + Three hour events with headlining talent and opening DJ/Emcee
- + Thursday/Friday targeted concert dates
- + VIP area for retailers and promotion winners
- + Alcohol Responsibility messaging
- + Retail Support through:
  - + Grassroots Sampling at retail accounts
  - + Media buy
  - + Radio & DJ Influencers
  - + Social, PR outreach through artist platforms
  - + Local TV

# PROGRAM

## AT A GLANCE



**14 SHOWS**

ACROSS SEVEN PRIORITY MARKETS



**39,372**

CONSUMERS IN ATTENDANCE



**2,562**

CASE EQUIVALENCY UNITS SOLD



**379,791,892**

EARNED PR IMPRESSIONS



**56,242,236**

OUT OF HOME, RADIO, PANDORA®  
AND FIXED & ROTATING IMPRESSIONS

# PROGRAM

## AT A GLANCE

2017

EVENT INFORMATION			EVENT DETAIL		CE SALES*	COMBINED MEDIA IMPRESSIONS	MEDIA IMPRESSIONS						EARNED IMPRESSIONS				
EVENT DATE	MARKET	ARTIST	ATTENDANCE	CAPACITY			RADIO	PANDORA	OOH	Online Rotating Media Placements			Online Fixed Media Placements			PR Efforts	
												IMPRESSIONS	CLICKS	CTR%	IMPRESSIONS	CLICKS	CTR%
4/26/17	Miami	Zion & Lennox	2,800	2,800	200	14,061,761	8,784,843	1,047,961	3,621,000	600,483	3,104	0.52%	7,474	190	2.54%	47,812,502	
6/14/17	Dallas	Calibre 50	1,110	2,500	126	2,899,456	2,578,300		119,000	200,061	233	0.12%	2,095	77	3.68%	11,269,754	
6/16/17	Houston	Calibre 50	2,290	3,000	190	4,455,947	3,998,400			263,867	485	0.18%	193,680	1,502	0.78%	6,200,688	
6/21/17	San Antonio	Calibre 50	1,402	1,600	74	267,343	31,700			235,313	255	0.11%	330	9	2.73%	8,102,087	
6/29/17	Chicago	Yandel	2,000	2,000	210	1,000,152	814,200			182,355	245	0.13%	3,597	61	1.70%	72,557,819	
7/12/17	Miami	Victor Manuelle	2,800	2,800	184	9,831,022	7,630,384		1,810,500	390,138	1,311	0.34%				51,748,408	
7/20/17	Las Vegas	Yandel	5,000	5,000	371	1,254,137	1,013,000			240,931	340	0.14%	206	6	2.91%	70,754,233	
7/26/17	Houston	La Original Banda Limon	1,384	3,000	64	4,453,370	3,998,400			263,764	269	10%	191,206	1,188	0.62%	1,411,226	
7/28/17	Dallas	Banda Carnaval	1,100	3,000	70	6,109,464	5,789,500		119,000	199,974	192	0.10%	990	17	1.72%	2,246,900	
8/18/17	San Antonio	La Arrolladora Banda Limon	2,412	1,600	153	32,750	32,500						250	149	59.60%	777,769	
8/23/17	Houston	Banda Los Recoditos	2,195	3,000	122	4,702,974	3,998,400			264,063	735	0.28%	440,511	3,249	0.74%	9,777,308	
8/24/17	Dallas	Banda Los Recoditos	2,312	3,000	173	5,871,402	5,551,000		119,000	199,958	195	0.10%	1,444	27	1.87%	43,611,634	
9/14/17	Chicago	Moderatto	2,290	3,000	206	517,980	369,000			146,811	220	0.15%	2,169	15	0.69%	26,594,047	
TOTAL :			29,095	36,300	2,143	55,457,758	44,589,627	1,047,961	5,788,500	3,187,718	7,584		843,952	6,490		352,865,375	

2016

EVENT INFORMATION			EVENT DETAIL		CE SALES*	COMBINED MEDIA IMPRESSIONS	MEDIA IMPRESSIONS						EARNED IMPRESSIONS				
EVENT DATE	MARKET	ARTIST	ATTENDANCE	CAPACITY			RADIO	PANDORA	OOH	Online Rotating Media Placements	Online Fixed Media Placements	PR Efforts	PR Efforts	PR Efforts	PR Efforts		
												IMPRESSIONS	CLICKS	CTR%	IMPRESSIONS	CLICKS	CTR%
6/23/16	Dallas	La Arrolladora Banda Limon	2,897	3,500	140											37,700,000	
7/13/17	Miami	Farruko	2,200	2,200												83,200,000	
7/28/17	Dallas	Duelo	2,500	2,500	171											7,900,000	
8/18/17	Dallas	Banda Los Recoditos	1,221	2,500	119											88,800,000	
11/9/17	Miami	Plan B	2,200	2,200												59,700,000	
TOTAL :			11,018	12,900	430											277,300,000	

# SALES

## UPTICK PER MARKET

MARKET	SAMPLE SET	AVERAGE SALES UPTICK INFORMATION PER MARKET	
Miami	11 SMP accounts and 2 Sedanos.	<p><b>2.8%</b></p> <p>3 weeks prior to the event and during activation (Off Premise) Trend heading into activation volume was down <b>-3.6%</b> 13wks and <b>-9.1%</b> 4wks. Trend swing <b>+6.4%</b> to <b>+11.9%</b></p>	<p><b>July Event:</b> Sedano's Supermarket was the main focus during the 4 weeks leading to the concert. Executed about 30 displays. Below is the volume performance. Displays built in 96% of Sedanos Lite was up <b>+26.6%</b> Focus package 8oz was up <b>+38.4%</b></p>
Dallas			
Houston		<p><b>3.78%</b></p> <p>6 weeks leading into event (Off Premise)</p>	
San Antonio	TOP 14 Hispanic Zip codes	<p>OFF P (60 Days prior to event/promotion period) <b>2.25%</b> Trend prior to promotion period was <b>0.2%</b></p>	<p>ON P(60 Days prior to event /promo period) <b>-7.15%</b> Trend prior to promotion period was <b>-11.65%</b></p>
McAllen	12 Off Premise 10 ON Premise Hispanic dominat zip codes	<p>4 weeks prior to promotion market was moving 2,585 cases 4 weeks leading up to promotion market was moving 2,869 cases</p>	.+11% trend swing
Chicago			
Las Vegas	Miller Lite Ice bins in 35 Hispanic dominat locations throughout Greater Las Vegas - 24 oz cans	<p>OFF P (4-weeks prior to event/promotion period) <b>41.5%</b> Trend prior to promotion period was <b>-6.6%</b></p>	<p>July 2- July 23 Sold 900 cases of ML (+40% vs. LY)</p>

# RETAIL PROMOTIONS

## ON & OFF PREMISE

MARKET	ON PREMISE w/Ambassadors	OFF PREMISE w/Ambassdors	ACCOUNTS WITH POS	Promotions w/ INTERCEPTS	CONSUMERS	CASES during activation	SWEEPS ENTRY
<b>Miami</b>	4 (conducted with radio station via van hits/no BA's on site)	6 (conducted with radio station via van hits/no BA's on site)	75 (On:8 Off:67 Winn-Dixie, Sedano's and WalMart)	0	0	0	0
<b>Dallas</b>	39	116	100	7,650	6,550	152	2,500
<b>Houston</b>	165	168	128	16,140	10,740	371	4,100
<b>San Antonio</b>	41	34	31	3,550	1,700	81	1,000
<b>McAllen</b>	TBD	TBD	TBD	TBD	TBD	TBD	TBD
<b>Chicago</b>	0	43 (conducted with radio station via van hits/no BA's on site)	0	0	0	0	0
<b>Las Vegas</b>	0	80 (conducted with radio station via van hits/no BA's on site)					0
<b>TOTALS</b>	249	447	334	27,340	18,990	604	7,600



# RETAIL PROMOTIONS (Texas)

## ON & OFF PREMISE

### RETAIL ACTIVATION

#### Off Premise Activation Included:

- Brand Ambassador Consumer Engagement through...
  - Miller Lite Sampling
  - VIP Sweepstakes Entry
  - Concert Flyer & Conciertos Glassware Giveaways
  - Conciertos Originales Photo Frame Experience

#### On Premise Activation Included:

- Brand Ambassador Consumer Engagement through...
  - Beer in Hand with Bar Spend
  - VIP Sweepstakes Entry
  - Concert Flyer & Conciertos Koozie Giveaway
  - Conciertos Originales Photo Frame Experience

### VIP SWEEPSTAKES

#### Dallas, San Antonio & McAllen

- 14 Total VIP Sweepstakes Winners per Concert
  - Each winner received 4 VIP credentials (1 credential for the winner and 3 for guests (21+ in age) of the winner)
  - Grand total of 168 potential VIP attendees (Dallas)
  - Grand total of 112 potential VIP attendees (San Antonio & McAllen)

#### Houston

- 96 Total VIP Sweepstakes Winners per Concert
  - Each winner received 4 VIP credentials (1 credential for the winner and 3 for guests (21+ in age) of the winner)
  - Grand total of 1,152 potential VIP attendees

SUCCESSFUL TACTICS (CONTINUE)	AREAS OF OPPORTUNITY (START)	LEARNINGS (STOP)
The ability for the brand to own the series offers a lot of leverage in the market with distributors and retailers via having full control of QTY of tickets, meet and greet passes and VIP; additionally by owning the series allows for ML to completely brand the event according to brand standards.	Develop a ML Conciertos Originales owned website to have all information of all events and ability for consumers to get tickets to each event (currently digital tickets are available via Eventbrite).	More than one venue for concert series. By having all concerts at one venue per market, we can maximize the ability to leverage creative assets, customized signage, consumer loyalty and attendance numbers.
Regional Mexican concert series in Texas builds brand evangelists and brings target consumer a unique experience that no competitor is able to accomplish – Regional Mexican is the stronger Latin genre in Texas. (Typical cost of concert ticket for RM bands is approx. \$80-\$90).	Lock in concert series funding by Q4 2017; Revolucion to secure event dates and venues by Q1 2018; this will help maximize the timing to get best talent locked in at reasonable rates.	On/Off Premise promotions conducted exclusively by radio stations have shown to be more radio station focused/branded as opposed to ML – could be an opportunity to have sampling on site at each promotion.
360 animated video/GIF proved to be highly engaging and attracted fans to our activation.	In McAllen, we noticed that the local field leveraged two radio station partners instead of being exclusive to one, this helped drive incremental impressions and further blanketed the market with ML – key learning to do in some markets going forward.	
Key insights on music genre tastes per market; have helped to ensure that the program is relevant for each market and that we are not taking a one approach fits all for Hispanic/Latinos.	Email database with email addresses collected from photobooth, radio station promotion and sweepstakes campaign – use this tool for promotion of future events.	
	Develop a template grid for 2018 program that can be shared with each market on the metrics we're looking to capture and measure – this will provide more cohesive snapshot of the metrics across all markets.	
	In Texas, there is an opportunity to better leverage the series if they were spread out in between events as opposed to back to back months. Recommendations (for markets that have 3 back to back events) would be one in Spring, One in Summer and one in late Summer/early Fall (preseason to football).	

# INTANGIBLE

## PROGRAM VALUE

Venues in Houston, Miami and San Antonio were ABI houses, due to Revolucion relationship with Live Nation, we were able to negotiate a national deal for Conciertos that permitted for MC portfolio products to be poured at each event – which then in turn provided for a broader relationship locally at the each venue:

- **San Antonio:** Aztec Theater is now carrying ML on draft – new On Premise account opened
- **Houston:** incremental distribution established; HDC set up Revention as a direct call account
- **Miami:** Fillmore Miami Beach is carrying Peroni slim cans as part of product mix at venue

**Las Vegas:** Venue has previously never done Hispanic targeted concert events – due to the sales per event and strong attendance, venue is now producing Hispanic events and wants to engage in a long term exclusive partnership with MC – currently a non exclusive ABI venue (venue and downtown Las Vegas are strong areas for ABI)

**McAllen:** Venue has signage contract with ABI which is due to expire in early 2018, the program series has provided an opportunity for MC to own a venue in the RGV. Sales and attendance at first event were beyond the expectations of the venue and concessionaire

**Miami:** Due to caliber of talent brought to Conciertos, local market was able to engage in a larger partnership with Winn – Dixie for displays, sales and promotion (previously not supporting MC initiatives very strongly)

Import competitors have taken note of the concert series in Miami and have made remarks to local distributor.

# APPENDIX A

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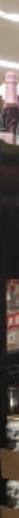
ON & OFF PREMISE DISPLAYS & RETAIL ACTIVATIONS



# MIAMI

SEDANOS FOOD STORES

April 2017



# TEXAS

HOUSTON, SAN ANTONIO, MCALLEN, DALLAS

RETAIL DISPLAYS & ACTIVATIONS  
GREENTHUMB EXECUTED PROMOTIONS

**Miller**  
**Lite**  
CONCIERTOS  
ORIGINALES



# RADIO REMOTES

CHICAGO & LAS VEGAS

Univision Radio Executed Promotions

# APPENDIX B

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MEDIA BUY, OOH, DIGITAL, SOCIAL



OOH DIGITAL - MCALLEN



OOH LAS VEGAS



BUS SHELTERS - 40 LOCATIONS MIAMI



OOH DALLAS

# MEDIA BUY

OUT OF HOME

*Miller*  
**Lite** | CONCIERTOS  
ORIGINALES

# MEDIA BUY

## MOBILE



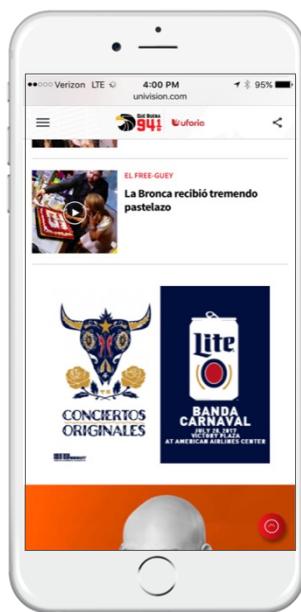
UNIVISION MUSICA APP HOUSTON



UNIVISION MOBILE SITE LAS VEGAS



UNIVISION MOBILE HOUSTON



UNIVISION MOBILE DALLAS

# MEDIA BUY

## Homepage Takeovers



IHEARTMEDIA - MIAMI



UNIVISION RADIO - SAN ANTONIO



UNIVISION RADIO - CHICAGO



REGISTRATION PAGE - UNIVISION CHICAGO

# MEDIA BUY

## TV SPOTS



UNIMAS CHICAGO – TV COMMERCIAL



UNIVISION MCALLEN – SOCIAL VIDEO PROMO



UNIMAS CHICAGO – :30 TV COMMERCIAL

# RADIO

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SPOTS

# RADIO

## SPOTS

**CLICK**

ICONS TO PLAY SPOTS



**pandora®**

MIAMI: APRIL 2017



HOUSTON: AUGUST 2017



LAS VEGAS: JUNE 2017



MCALEN: NOVEMBER 2017



# SOCIAL MEDIA

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ARTIST AND MEDIA PARTNERS

# SOCIAL MEDIA

## POSTS



CLICK POST TO SEE URL



# SOCIAL MEDIA

## POSTS



CLICK POST TO SEE URL

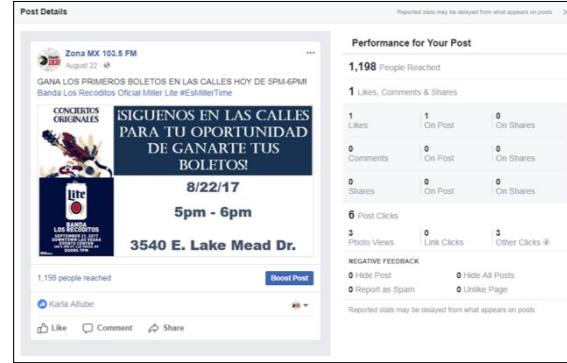


### MCALLEN

LA ARROLLADORA BANDA EL LIMON  
PRODUCED VIDEO PROMOTING EVENT VIA FB



**DALLAS**  
BANDA LOS RECODITOS  
SOCIAL MEDIA POSTING ON  
UNIVISION RADIO



**LAS VEGAS**  
BANDA LOS RECODITOS  
SOCIAL MEDIA – UNIVISION



**MIAMI**  
ZION & LENNOX  
PROMOTION OF EVENT VIA THEIR TWITTER

# PUBLIC RELATIONS

IMAGES ARE CLICKABLE LINKS TO INTERVIEWS OR SPOTS



NATIONAL INTERVIEW – TELEMUNDO  
CHICAGO WITH YANDEL

Moderatto celebra sus quince

AP NEWS

PRESS CLIPPING – AP NEWS  
ZION & LENNOX

Zion & Lennox listos para su concierto y los Billboard

AP NEWS

PRESS CLIPPING – HOY CHICAGO (PART OF THE CHICAGO TRIBUNE)  
MODERATO

VISA DALLAS

Calibre 50 Arranca Serie de Conciertos Originales de Miller Lite

AP NEWS

Todos nuestros programas favoritos en un solo lugar

LOCAL MEDIA INTERVIEW -OTRA ONDA  
CALIBRE 50 / DALLAS



CLICK POST TO SEE URL



# APPENDIX C

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COMPILED FLASH RECAPS



# MIAMI

The Fillmore Miami Beach

April 26, 2017

**Attendance:** 2,800 / 2,800

**Artist:** Zion & Lennox

**Surprise Artists:** Wisin, Yandel, J Balvin, Reik, Farruko, Bad Bunny, Reykon

**Meet & Greet:** 40 Guests

**VIP Suite:** 200 Guests

**Consumers Participating with**

**360 video:** 356

**Total PR Impressions:** 47,812,502

**Total Product Sold / Case Equivalent:**

Miller Lite 16oz Pints -159

Blue Moon 16oz Pints - 27 (sold out)

Peroni 12oz Cans - 10 (close to sold out)

Henry Grape 12oz- 4 (sampling)

## KEY HIGHLIGHT:

First time in Conciertos history to have 7 surprise artists in one show – all artist A and B+ level; no addtl cost to ML



# DALLAS

VICTORY PLAZA AT AMERICAN AIRLINES ARENA

JUNE 14, 2017

Attendance: 1,110 / 2,500  
Artist: Calibre 50  
Meet & Greet: 50 Guests  
VIP Suite: 150 Guests  
Consumers Participating with 360 video: 432  
Total PR Impressions: 11,269,754

**Total Product Sold / Case Equivalent:**  
Miller Lite 16oz Conciergos Cans – 79  
Redd's Apple 12oz Cans -- 11  
Blue Moon 12oz Cans -- 7  
Coors Light 12oz Cans -- 22  
Leinekugel 12oz Cans – 3  
Coors Banquet 16oz Pints - 4

## KEY HIGHLIGHT:

Artist participated in taco and soundcheck experience with 50 winners before the show; opportunity was leveraged at retail and media



# HOUSTON

REVENTION MUSIC CENTER

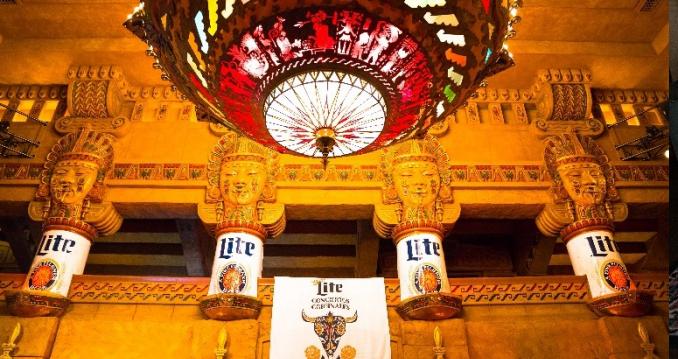
JUNE 16, 2017

Attendance: 2,290 / 3,000  
Artist: Calibre 50  
Meet & Greet: 50 Guests  
VIP Suite: 350 Guests  
Consumers Participating with 360 video: 187  
Total PR Impressions: 6,200,688

Total Product Sold / Case Equivalent:  
Miller Lite 16oz Conciertos Cans – 167  
Redd's Apple 16oz Pints – 8  
Blue Moon 16oz Pints – 8  
Zumbida 12oz – 7

**KEY HIGHLIGHT:**

First time getting MC products poured at Revention Center – Bud House. All competitive signage covered



# SAN ANTONIO

Aztec Theater

JUNE 21, 2017

Attendance: 1,402 / 1,600  
Artist: Calibre 50  
Meet & Greet: 50 Guests  
VIP Suite: 150 Guests  
Consumers Participating with 360 video: 127  
Total PR Impressions: 8,102,087

Total Product Sold / Case Equivalent:  
Miller Lite 16oz Conciertos Cans – 53  
Miller Lite 12oz Cans – 9  
Redd's Apple 16oz Pints – 4  
Blue Moon 16oz Pints – 3  
Zumbida 12oz – 5

**KEY HIGHLIGHT:**

First time getting MC products poured at Aztec Theater– Bud House



# CHICAGO

Joe's Live

JUNE 29, 2017

**Attendance:** 2,000 (capacity)

**Artist:** Yandel

**Meet & Greet:** 50 Guests

**VIP Suite:** 250 Guests

**Consumers Participating with 360 video:** 213

**Total PR Impressions:** 72,557,819

**Total Product Sold / Case Equivalent:**

Miller Lite 16oz Pints – 111

Redd's Apple 16oz Pints – 13 (SOLD OUT)

Blue Moon 16oz Pints – 48

Leinenkugels 16oz Pints – 24

Smith & Forge 16oz Pints – 14

## KEY HIGHLIGHT:

First time Conciertos Originales comes to Chicago – tremendous success, venue reached capacity within 90 minutes of doors



# MIAMI

The Fillmore Miami Beach

July 12, 2017

**Attendance:** 2,800 / 2,800  
**Artist:** Victor Manuelle  
**Meet & Greet:** 40 Guests  
**VIP Suite:** 200 Guests  
**Consumers Participating with 360 video:** 431  
**Media Impressions:** 51,748,408

**Total Product Sold / Case Equivalent:**  
Miller Lite 16 oz Pints – 136  
Blue Moon 16 oz Pints – 39  
Peroni 12oz Cans – 9

**KEY HIGHLIGHT:**  
First tropical artist to perform on the Miami Conciergos stage. Opening doors to event 30 minutes earlier helps alleviate the long lines outside.



# LAS VEGAS

The Downtown Las Vegas Events Center

July 20, 2017

**Attendance:** 5,000 (capacity)  
**Artist:** Yandel  
**Meet & Greet:** 40 Guests  
**VIP Suite:** 200 Guests  
**Consumers Participating with 360 video:** 644  
**Total PR Impressions:** 70,754,233

**Total Product Sold / Case Equivalent:**  
 Miller Lite 16oz Concierdos Cans – 318  
 Miller Lite Draft – 124  
 Leinenkugels Draft – 13  
 Leinenkugels 16oz Pints – 16  
 Redd's 16oz Pints – 15  
 Hop Valley 16oz Cans – 9

#### KEY HIGHLIGHT:

First time in Las Vegas, event capacity was upped from 3,000 to 5,000 due to the increase in demand of the artist in the market



# HOUSTON

REVENTION MUSIC CENTER

JULY 26, 2017

Attendance: 1,384 / 3,000  
Artist: La Original Banda Limon  
Meet & Greet: 40 Guests  
VIP : 350 Guests  
Consumers Participating with 360 video: 56  
Media Impressions: 1,411,226

Total Product Sold / Case Equivalent:  
Miller Lite 16oz Conciertos Cans- 58  
Redd's Apple 12oz Cans- 2  
Blue Moon 12oz Cans – 2  
Zumbida 12oz -- 1

**KEY LEARNINGS:**  
More VIP winners redeemed their passes than in previous event.



# DALLAS

VICTORY PLAZA AT AMERICAN AIRLINES ARENA

JULY 28, 2017

**Attendance:** 1,100 / 3,000  
**Artist:** Banda Carnaval  
**Meet & Greet:** 50 Guests  
**VIP Suite:** 150 Guests  
**Consumers Participating with 360 video:** 65  
**Media Impressions:** 2,246,900

**Total Product Sold / Case Equivalent:**  
Miller Lite 16oz Conciertos Cans – 62  
Red's Apple 16oz Cans – 8  
Blue Moon 16oz Cans – 4

## KEY HIGHLIGHT:

Applying for TABC permit with enough time assisted in having more points of distribution on the plaza



# SAN ANTONIO

Aztec Theater

AUGUST 18, 2017

Attendance: 2,412 / 1,600  
 Artist: La Arrolladora Banda Limon & Jay Perez  
 Meet & Greet: 50 Guests  
 VIP Suite: 150 Guests  
 Consumers Participating with 360 video: 153  
 Total PR Impressions: PENDING

Total Product Sold / Case Equivalent:  
 Miller Lite 16oz Concieros Cans – 75  
 Miller Lite 12oz Cans – 12  
 Miller Lite 24oz Draft – 28  
 Redd's Apple 16oz Pints – 9  
 Blue Moon 16oz Pints – 8  
 Zumbida 12oz – 10

#### KEY HIGHLIGHT:

Strong attendance due to Friday night event, opening artist (local Tejano act) resonated well with crowd



# HOUSTON

REVENTION MUSIC CENTER

AUGUST 23, 2017

Attendance: 2,195 / 3,000  
Artist: Banda Los Recoditos  
Meet & Greet: 40 Guests  
VIP : 350 Guests  
Consumers Participating with 360 video: 237  
Media Impressions: 9,778,308

Total Product Sold / Case Equivalent:  
Miller Lite 16oz Concierdos Cans- 81  
Miller Lite 12oz Cans- 7  
Redd's Apple 12oz Cans- 12  
Blue Moon 12oz – 3  
Zumbida 12oz -- 12

#### KEY LEARNINGS:

To further build on the relationship with the venue, going forward if events carry 12oz cans , venue can sell through it even after event is over



# DALLAS

VICTORY PLAZA AT AMERICAN AIRLINES ARENA

AUGUST 24, 2017

Attendance: 2,312 / 3,000  
Artist: Banda Los Recoditos  
Meet & Greet: 50 Guests  
VIP Suite: 150 Guests  
Consumers Participating with 360 video: 512  
Media Impressions: 43,611,634

Total Product Sold / Case Equivalent:  
Miller Lite 16oz Pints – 151  
Redd's Apple 16oz Cans – 15  
Blue Moon 16oz Cans – 7

## KEY HIGHLIGHT:

Due to the increase in the attendance, venue concessionaire extended product sales through the end of the evening as opposed to cut off 30 minutes before event end time.



# CHICAGO

Thalia Hall

September 14, 2017

**Attendance:** 1,023 / 1,000  
**Artist:** Moderatto  
**Meet & Greet:** 50 Guests  
**VIP Suite:** 100 Guests  
**Consumers Participating with 360 video:** 71  
**Total PR Impressions:** 26,733,514

**Total Product Sold / Case Equivalent:**  
Miller Lite 16oz Conciertos Cans- 35  
Redd's Apple 12oz Cans- 10  
Blue Moon 12oz Cans - 20  
Miller High Life 16oz Cans – 69

## KEY HIGHLIGHT:

The artist was culturally relevant for the venue and city, Mexican Rock en Español, and was the first event to begin to celebrate Mexican Independence Wknd in Chicago



# LAS VEGAS

The Downtown Las Vegas Events Center

September 21, 2017

**Attendance:** 4,277 / 6,500  
**Artist:** Banda Los Recoditos  
**Meet & Greet:** 60 Guests  
**VIP Suite:** 280 Guests  
**Consumers Participating with 360 video:** 317  
**Total PR Impressions:** 7,691,326

**Total Product Sold / Case Equivalent:**  
 Miller Lite – 388  
 Redd's - 31

#### KEY LEARNING:

A more varied product mix is preferred by venue as they received some comments regarding limited options. Additionally, weather changed in the market two days prior (was 100+ degrees two days prior – dropped to low 70s day of event) – may be beneficial to look at indoor venues as the close of summer approaches in Las Vegas



# MCALLEN

STATE FARM ARENA

OCTOBER 6, 2017

**Attendance:** 6,000 (capacity)  
**Artist:** Calibre 50  
**Meet & Greet:** 60 Guests  
**VIP :** 250 Guests  
**Consumers Participating with 360 video:** 187  
**Media Impressions:** 89,999

**Total Product Sold / Case Equivalent:**  
Miller Lite – 152  
Redd's – 50  
Blue Moon – 27

## KEY HIGHLIGHT:

First ML Conciertos in McAllen, positive crowd reaction. Venue's first time doing a completely free and branded event – resulted in initial conversations to further partner with ML at the venue

# APPENDIX D

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EVENT PRODUCT SALES PERFORMANCE

# EVENT PRODUCT

## SALES PERFORMANCE

EVENT INFORMATION			PRODUCT SALES CASE EQUIVALENT												
EVENT DATE	MARKET	ARTIST	Miller Lite	Blue Moon	Redds	Miller High Life	Peroni	Henry's Grape	Smith & Forge	Zumbida	Coors Banquet	Coors Light	Leinenkugels Summer Shandy	Hop Valley	
4/26/17	Miami	Zion & Lennox	159	27			10	4							200
6/14/17	Dallas	Calibre 50	79	7	11							4	22	3	126
6/16/17	Houston	Calibre 50	167	8	8							7			190
6/21/17	San Antonio	Calibre 50	62	3	4							5			74
6/29/17	Chicago	Yandel	111	48	13							14		24	210
7/12/17	Miami	Victor Manuelle	136	39			9								184
7/20/17	Las Vegas	Yandel	318		15								29	9	371
7/26/17	Houston	La Original Banda Limon	58	2	3							1			64
7/28/17	Dallas	Banda Carnaval	62	4	4										70
8/18/17	San Antonio	La Arrolladora Banda Limon	126	8	9							10			153
8/23/17	Houston	Banda Los Recoditos	93	5	12							12			122
8/24/17	Dallas	Banda Los Recoditos	151	7	15										173
9/14/17	Chicago	Moderatto	73	40	20	73									206
TOTAL			2,135	198	195	73	19	4	14	35	4	22	56	9	2,791

THANK YOU



# CONCIERTOS ORIGINALES

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