



MILLER CHILL // TAKING BACK THE LIMELIGHT

BACKGROUND

After an impressive national launch in 2007, Miller Chill, the brand that established the light beer with lime segment, was challenged by the introduction of Bud's "me too" offering. In addition to rising competitive pressure, consumers were confused by Chill's "Chelada Style" proposition and unclear whether Chill was a light beer. Our goal? To more clearly and simply communicate that Miller Chill is a light beer with lime while still maintaining its unique, Latin vibe brand personality.

SOLUTION

Our team took a bold approach to the restage. To more strongly compete with the new entrants in the category, we proposed changing the Miller Chill bottle color from green to clear glass. This was a significant shift for the brand, allowing consumers to see the lightness of the product and positioning the brand head-to-head against other Latin and light beers.

Soulsight introduced an uplifting white and silver palette to the packaging by incorporating the unique "belt buckle" die cut from the primary label

onto the secondary package, elevating the light impression of the brand. To further reinforce the light proposition, the 100-calorie message was displayed prominently on the primary neck label and integrated with the beer imagery on the secondary packaging.

A mouth-watering lime and swirl pattern was developed for the background to support the delicious lime taste of the beer. Water droplets and sparkling refreshment cues also enhanced the light impression, and the dynamic swirls reinforced the Latin vibrancy and energy of the brand.

RESULTS

Differentiation is everything! Soulsight's revitalized brand and package redesign for Miller Chill boldly pushes Bud Light Lime out of the limelight by offering 100 calories of refreshing, Latin fun.