

## Coors Light, Daddy Yankee tap mobile to reach Hispanics

By [Dan Butcher](#)

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### Coors Light taps HipCricket for SMS initiatives

MillerCoors' Coors Light and reggaeton artist Daddy Yankee are teaming up to promote the release of his new single "*Grito Mundial*," and mobile is part of the marketing mix.

The single is a prelude to the launch of his new album, "*Daddy Yankee Mundial*," slated to be on the market in early 2010. Coors Light and Daddy Yankee are running radio ads and distributing display cards, posters and table tents with the mobile call-to-action text the keyword CLTIX to the short code 98171.

"This is a partnership that benefits both of us," said Pamela Palacios, associate brand manager of Coors Light Hispanic marketing at MillerCoors, Chicago. "Daddy Yankee's immense popularity, especially with 21-to-28-year-old Hispanic consumers, allows Coors Light to be part of the culture that's so important to our consumers.

"And the widespread popularity of Coors Light and its sociable nature gives an added boost to Daddy Yankee as he prepares to debut his new CD," she said.

[Daddy Yankee](#) has sold more than 8 million copies and has won more than 35 awards, including a Latin Grammy. He also created his own fragrance for men and this spring his fragrance for women will roll out.



## **MillerCoors uses text messaging to engage Hispanics**

[MillerCoors](#) is the second-largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led its best-selling beer brands are Miller Lite and [Coors Light](#). MGD 64 completes the company's light beer portfolio.

In addition, MillerCoors brews Coors Banquet, Miller Genuine Draft, Miller High Life and Keystone Light. The company also imports Peroni Nastro Azzurro, Pilsner Urquell, Grolsch and Molson Canadian.

MillerCoors features craft brews from the Jacob Leinenkugel Co., Blue Moon Brewing Co. and the Blitz-Weinhard Brewing Co.

MillerCoors, a joint venture of SABMiller plc and Molson Coors Brewing Co., operates eight major breweries in the United States.

### **Refreshing SMS promotion**

HipCricket executed to the text-message component of this program for Coors Light.

The target demographic of the campaign is 21-to-34-year-old Hispanic consumers.

Coors Light *En Exclusiva* (In Exclusive) is a series of VIP events taking place in six cities across the country where legal-drinking-age fans will have the opportunity to meet and greet the Latin superstar.

The first release event kicked off in Orlando yesterday, where hundreds of adults gained access to the exclusive Daddy Yankee appearance through a text-messaging and radio promotion.

The reggaeton artist will now travel to Houston, Dallas, New York, Philadelphia and Chicago to meet and greet fans En Exclusiva.

The *En Exclusiva* single release event of the reggaeton artist demonstrates Daddy Yankee's commitment to the urban movement that has been his signature since he began his career more than 10 years ago, according to Coors Light.

This is the second year that Coors Light has partnered with Daddy Yankee.

The brand sponsored the U.S. debut of his album "*Talento de Barrio*" in 2008 by hosting CD-release events in New York, Orlando and Dallas.

The current six-city tour is being supported this year via retail, text messaging and radio promotions that provide opportunities for fans to receive a VIP ticket to meet Daddy Yankee.

"We conducted a text-messaging campaign throughout October, as one-way legal-drinking-age consumers could win tickets to the private meet-and-greet events," Ms. Palacios said. "That component ended last month and we're now focused on the actual listening-party events."

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