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## IDEA

### “Chill Snacks” - Snacks Made To Chill in Your Stomach And Not The Landfills!

- From Canada’s #1 sustainable Light beer<sup>1</sup>, Coors Light, comes “Chill Snacks.”
- A collection of high-fiber, and protein-rich lean snacks, crafted from the leftover barley grains used to brew the world’s most refreshing sustainable premium beer.
- ‘Chill Snacks’ will be produced at Coors Light breweries.
- 70% of ‘Chill Snacks’ will be provided free of charge and delivered directly to those in need through Second Harvest’s established distribution network and feeding schemes.
- And for, 30% will be co-branded Coors Light x Second Harvest (with a QR code directing to the website), available for purchase everywhere a Coors Light is sold with 10% of sales revenue will support Second Harvest’s mission.

## COMPANY OBJECTIVES



LDA – means Legal Drinking Age. Legal Drinking age in Canada is 19 years old

## CAMPAIGN OBJECTIVES

### Awareness & Education - “Chill Snacks Launch”

A 360-mass media campaign reaching 90% of Canadians 3 times.

OLV, Social, OOH, Digital, Influencer & PR as well as Programmatic will be tapped.



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<sup>1</sup> <https://www.molsoncoorsblog.com/coors-light-sustainability-reputation>

## Engagement & Collective Action

In addition to PR & boosted UGCs, from 1,500 tons of leftover barley, we'll distribute 10 million 'Chill Snacks' annually, generating \$100,000 for Second Harvest and repurposing all unused barley from mountain colds.

**Budget:** \$3M

## Timing

- National Launch April 7 to coincide with World Health Day.
- The Campaign will be until mid-May.
- While the partnership will be for 2 years as a test run

## TARGET CONSUMER

### Recruit: Socially & Environmentally Conscious Light Beer Drinkers (19-34+)

Representing 50% of 9.0 million Light Beer Drinkers in Canada. These practical urban consumers are looking for conscious brands to help them unwind and relax from the stresses of always-on modern life. They consume 3-4 light beer cases and purchase 2 packs of snacks weekly. While highly environmentally aware, they recycle only about 20% of their food and question the true impact of individual actions on the environment. They are a ripe target for "Chill Snacks".

### Defend & Retain: Core Coors Light Drinkers (50+)

Comprising 60%+ of Coors Light consumers, Canada's 12.0 million 50+ demographic actively recycles and demonstrates strong brand loyalty. Despite not being "social or environmental worriers" they donate on average \$25/month to causes they care about. 'Medially' targeted right, they will be a highly valuable source for donations for Second Harvest as well as a potential forever customer base of Coors Light.

## INSIGHT & RTB's

**HUMAN TRUTHS:** 69% of Canadian Millennials believe in companies leading sustainability efforts, and 6 out of 10 are willing to pay more for sustainable products.

### COORS LIGHT TRUTH:

Sustainability is Built-in Our DNA  
"Chill Snacks" demonstrate our commitment  
to Brewing a Chiller World since est. 1978



### SECOND HARVEST:

"Chill Snacks" support our mission to  
eradicate Waste & Hunger & Ensures  
Barley's are Kept in Millennial Stomachs  
than in Landfills

### PRODUCT TRUTH:

Made From 100% Repurposed Coors Light Barley  
High-fiber, protein-rich snack  
70% distributed free to those in need; 30% support Second Harvest.  
Generating \$100,000 in Revenue



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## BENEFITS

**Emotional Benefits:** "Take a break from the ordinary and snack on 'Chill Snacks' - because doing good never tasted so refreshing!

'Chill Snack'

*Made To Chill in Your Stomach and Not The Landfill*

### Get To Buy

GET

LDA- 34 Environmental & Socially Aware Light Beer Drinkers

TO

Proudly Start Recycling Their Food

BY

Purchasing "Chill Snacks" and engaging in the partnership between Coors Light & Second Harvest

