



SUCCESS STORY

COORS LIGHT *Coors* LIGHT.

In celebration of opening day for the Colorado Rockies, Coors Light kicked off the Major League Baseball season with a campaign targeting fans around Coors Field Stadium, surrounding bars, downtown, and high-traffic areas!

MEDIA FORMAT: 🚚 Mobile Billboard Campaign

CAMPAIGN DATE: 📅 April 2023

MARKETS

- Denver, CO
 - Coors Light Stadium

RESULTS

Thirsty fans in the area were pitched Coors Light's message to 'Swing Mile High' during a five-day activation. Specific routes were chosen in order to deliver home-run out-of-home advertising daily during high-volume traffic times.