

MILLER

X

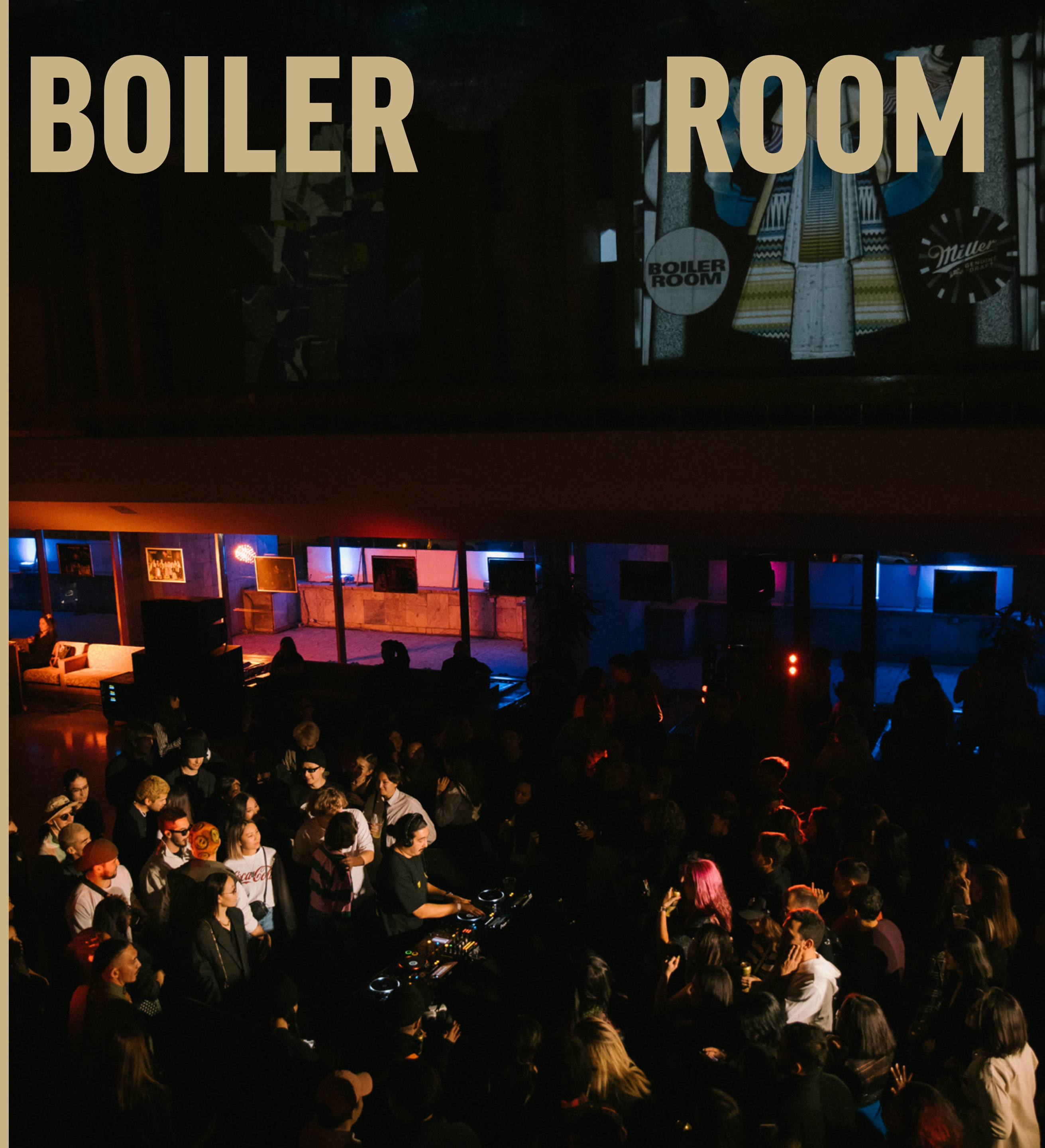
BOILER

ROOM

RED JOLBORS 2022

CLIENT EFES KAZAKHSTAN
CATEGORY SMM & DIGITAL – SPECIAL PROJECT

SEPT-NOV 2021
INSTAGRAM





**MILLER IS THE THE PREMIUM
BEER BRAND BY EFES GROUP**

**MILLER POSITIONS ITSELF AS THE
BEER FOR CONSUMPTION DURING
PARTIES AND NIGHT EVENTS**

BOILER ROOM

**Boiler Room is the largest
international electronic
music streaming platform
based in London that
connects DJs from all over
the world**

TOKYO

**Miller collaborated
with Boiler Room globally
to increase top-of-mind
awareness that Miller = music
and party culture**

BERLIN

NEW YORK

SYDNEY

ALMATY

CHALLENGE

**IN KAZAKHSTAN, THE DJ AND
MUSIC STAGE IS YOUNG, NICHE
AND EVOLVING. IT IS NOT FAMILIAR
TO MASS AUDIENCE**



It was a major event for the music community — an opportunity to strengthen the local DJ culture and enter the world stage.



IN 2021

MILLER BROUGHT

THE BOILER ROOM

TO CENTRAL ASIA

FOR THE FIRST TIME



Boiler Room, as long as niche DJ and music community, was not familiar to brand's broader target audience

OUR TASK WAS TO CREATE KNOWLEDGE ABOUT THE MILLER X BOILER ROOM COLLABORATION, COMMUNICATE ITS VALUE AND STRENGTHEN BRAND'S TOP-OF-MIND AWARENESS ON THE MARKET

SOLUTION

**To promote
the Boiler Room,
we launched
a special project**

**INSIGHT INTO THE DJ CULTURE
RISE AND DEVELOPMENT
IN KAZAKHSTAN AND
STORYTELLING ABOUT
ITS PIONEERS**





1 THE SERIES OF INTERVIEWS

We told the stories of people who were at the dawn of the movement – [DJ Nurbergen](#) and [DJ Samrukmasa](#). They were the pioneers – offered the first DJ classes, recruited trainees, but more importantly, opened new prospects.

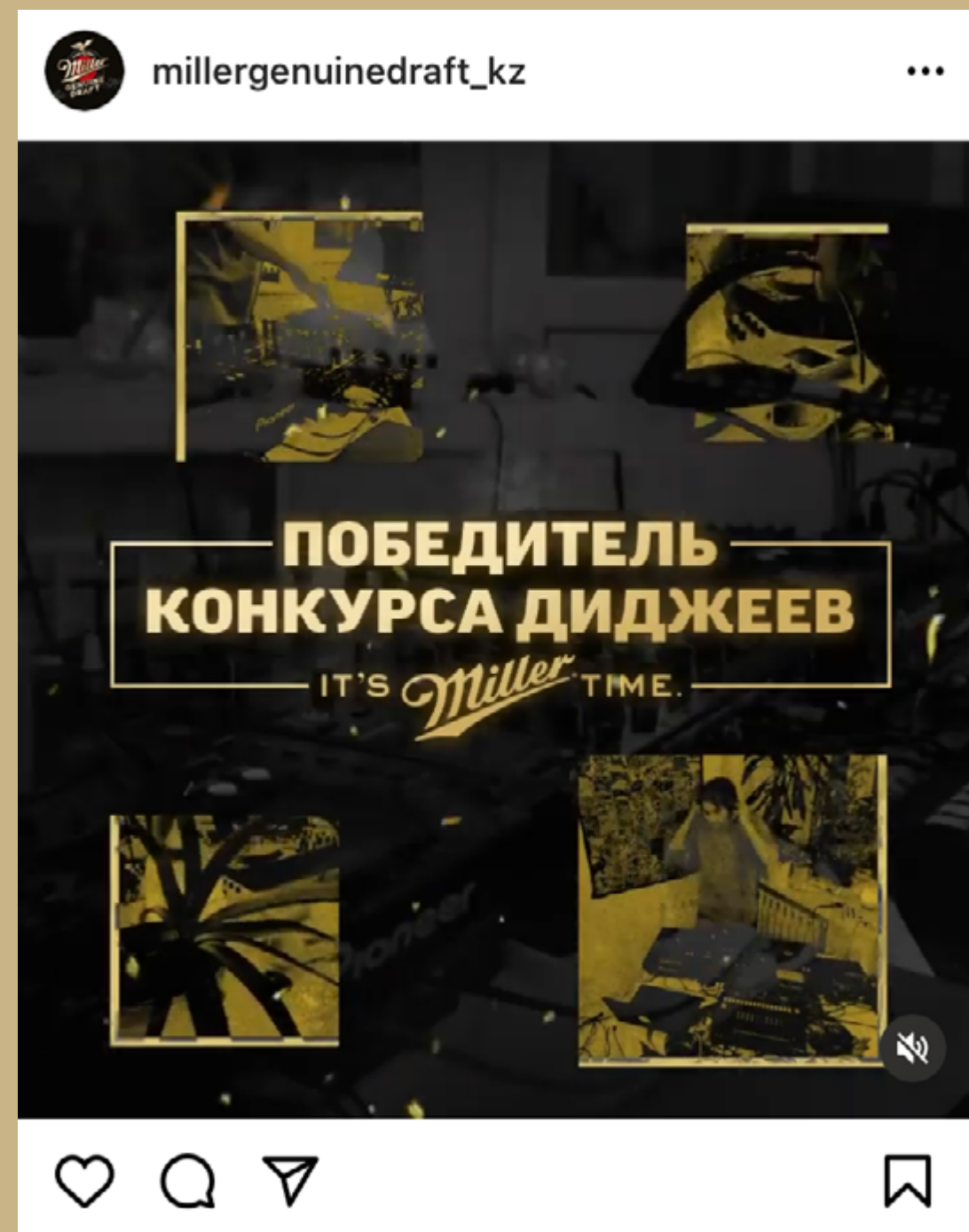
We also talked to local DJ influencers familiar to most of the core audience – [Nazira](#), [Aya Jakyp](#), [Steppa T](#), [DJ Irina P](#), and [DJ Aki](#). They shared their experience: the difficulties on their path, and the peculiarities of working as a DJ in Kazakhstan.

**THEY TALKED ABOUT HOW TO
START AND GROW IN THIS FIELD
AND HOW THEY PROMOTE
THE DJ CULTURE**

2 PHOTO SHOOT IN MILLER STYLE

We organized a stylized photo shoot with brand ambassadors for their social media. The photo shoot was held according to the Miller brand book. The halo symbolizes the speed and dynamics of the DJ industry.





3 KZ DJ CONTEST

Hosted a DJ competition at the pre-line up of the party. Also, developed and hosted a giveaway with branded merchandise.

4 TICKET SWEEPSTAKES

It was an exclusive party. The only way to enter was to receive a personal invitation or receive one at random after registering on the website.



450
People attended
the party

5 LOCAL MASS MEDIA

As a part of PR communications, we arranged paid promotions on local media with the specific target audience.

The Village Kazakhstan

НОВОСТИ THE VILLAGE КАЗАХСТАН, 27 ОКТЯБРЯ 2021 В 13:21 1796 0

11 ноября в Алматы пройдет вечеринка Boiler Room

Like 1

ПОДЕЛИТЬСЯ

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ТВИТНУТЬ

В четверг, 11 ноября в Алматы пройдет знаменитая вечеринка родом из Лондона Boiler Room. Именно с Алматы стартует Contemporary scenes: глобальная коллаборация Boiler Room и Miller, в которой также участвуют Будапешт, Стамбул и Йоханнесбург. Со-организаторка ивента и со-кураторка лайн-апа — Назира.

Алматинскую сцену представят: Nazira, E.T., Aki, Acell, Edige b2b Kokonja.

Ainews

11 ноября в Алматы пройдет вечеринка Boiler Room

13:39, 27 Октября - the-village.kz



**We captured unique
photos and videos of the
Miller x Boiler Room
collaboration, showing
the touchpoints of the
community and product**



From August to September 2021, we have enhanced brand image and brand health tracking characteristics*

*Source: “Millward brown armi-marketing ukraine” LLC.
Metrics are given in percentage points

+1 PP
TOP OF MIND

+4 PP
AWARENESS & LOYALTY
MILLER

+4 PP
IMAGE
CHARACTERISTICS
IS COOL, FASHIONABLE
BRAND

+2 PP
STANDS FOR
SOMETHING UNIQUE

INSTAGRAM STATISTICS DURING THE CAMPAIGN

October–November 2021

Approximately

3.5 MILLION

The Cumulative Reach of all posts

More than

18 MILLION

Impressions in 2 months

22 000

Profile visits

MORE THAN
100 PEOPLE SHARED
INSTAGRAM STORIES,
TAGGING MILLER



THANK YOU