MILLER X BOILER ROOM

RED JOLBORS 2022

CLIENT EFES KAZAKHSTAN   SEPT–NOV 2021

CATEGORY CAMPAIGNS – SMM & DIGITAL CAMPAIGN   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

BERLIN

NEW YORK

SYDNEY

ALMATY

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

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
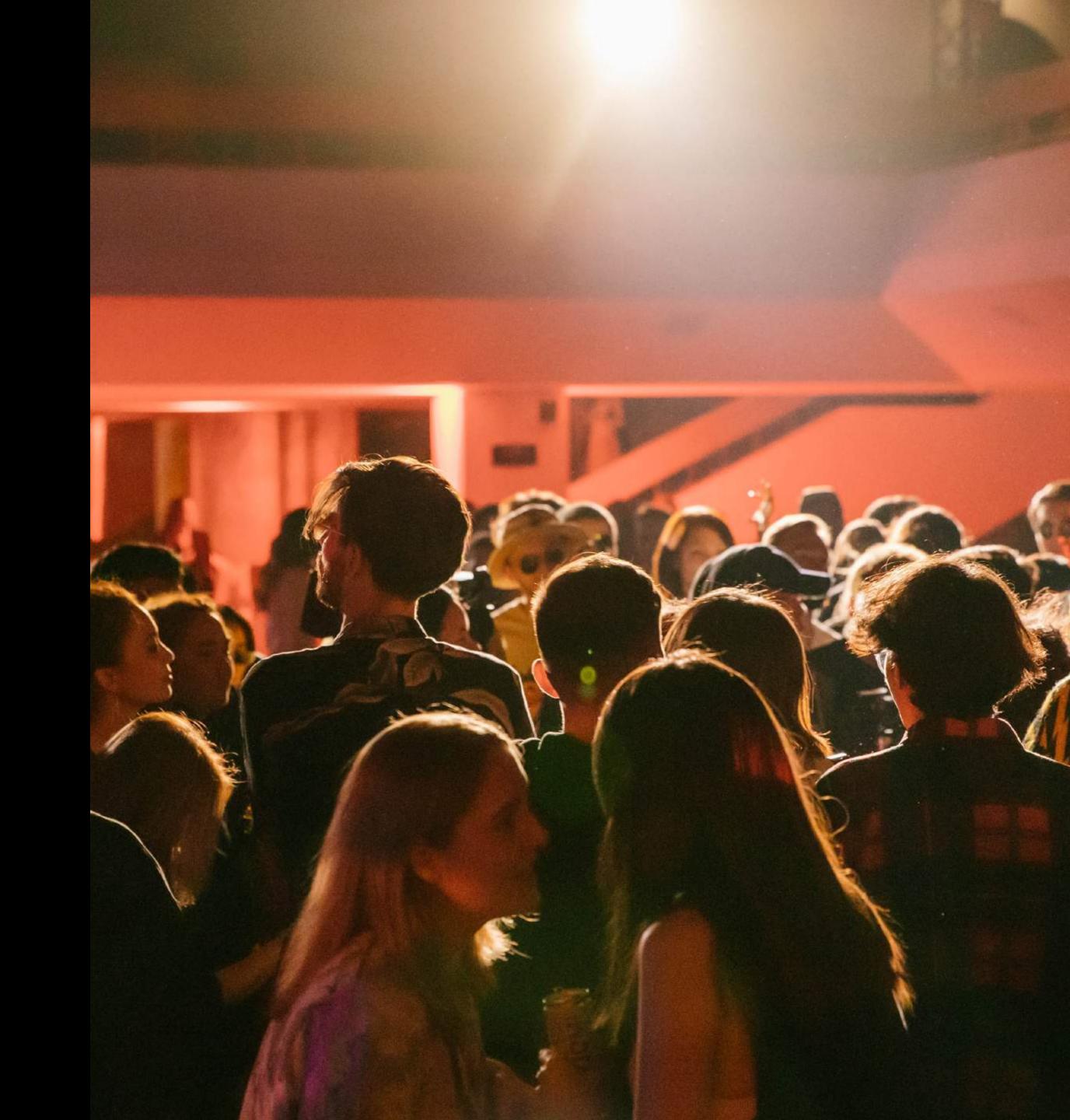# MILLER BROUGHT THE BOILER ROOM TO CENTRAL ASIA FOR THE FIRST TIME

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.
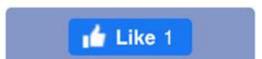
4 TICKET SWEEPSTAKES

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

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.

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   ВК ПОДЕЛИТЬСЯ   𝕏 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

RESULTS

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
IMAGE CHARACTERISTICS IS COOL, FASHIONABLE BRAND

+2 PP
STANDS FOR SOMETHING UNIQUE

+4 PP
AWARENESS & LOYALTY MILLER

INSTAGRAM STATISTICS DURING THE CAMPAIGN

October–November 2021

Approximately

3.5 MILLION

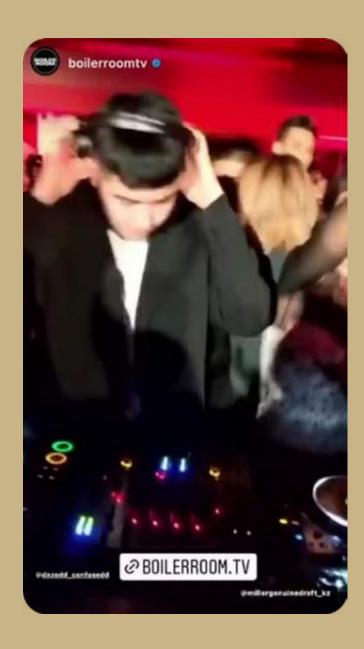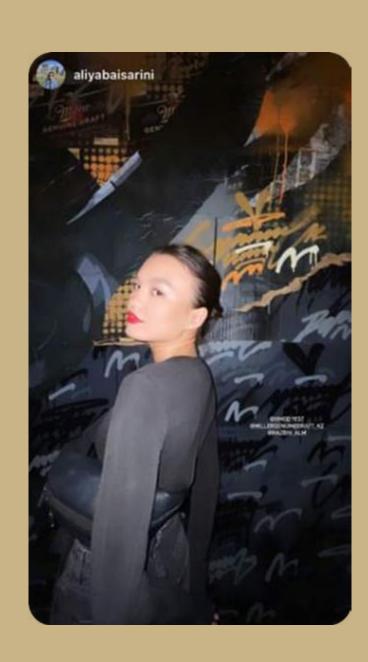The Cumulative Reach of all posts

More than

18 MILLION

Impressions in 2 months

22 000
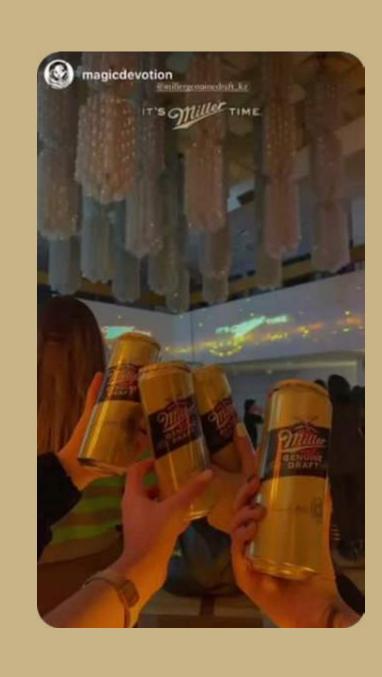
Profile visits

MORE THAN 100 PEOPLE SHARED INSTAGRAM STORIES, TAGGING MILLER

THANK YOU