



Roots of the Problem



Hannibal Brooks

OLSON
ZALTMAN

X

Tyler Monroe

 **MOLSON
COORS**
beverage
company

Marketing communications without resonant emotional frameworks...

...Is like skydiving
without a
parachute



...You may reach the right
target, but might not land as
intended

Without emotion, outreach is just noise

You say:



Your audience hears:



“We’re the smartest brand in the market!
We’re optimized for people just like you!”

“Here’s a fact about our product.
We want money from people like you!”



Metaphorical research moves us beyond the surface level



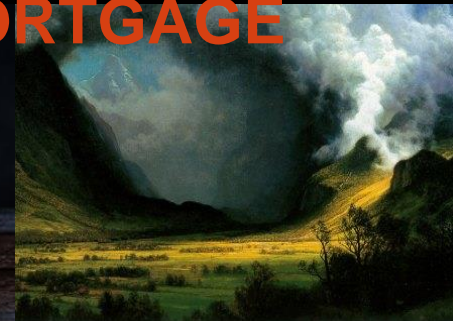
What do you think this study was about?



**Metaphorical research moves
us beyond the surface level**



**SECURING OR REFINANCING A
HOME MORTGAGE**



OWNING A HOME MEANS:

I am stable and rooted
I have staked my claim
I am free
I am a responsible adult
I have a peaceful sanctuary
I am successful



THE MORTGAGE LABYRINTH

A challenging journey
Obstacles in the way
Stressful for me...and my family
Rewards (and some anxiety) at the end

AT ITS BEST

AT ITS WORST

CONSUMER MINDSETS

BUYERS

Excited/optimistic

REFINANCERS

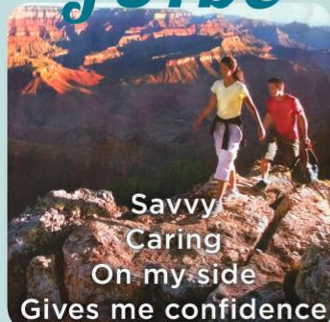
Hoping for "bonus money"

OR

Desperate for help

I HAVE A

GUIDE



Savvy

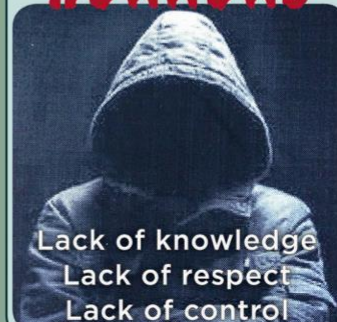
Caring

On my side

Gives me confidence

THE LABYRINTH OF MORTGAGE

HORRORS



Lack of knowledge

Lack of respect

Lack of control



Understanding your consumer lets you speak to them in their language

FEB 22 PAID

(a)

(b)

PROPERTY ID: 831626506

FIRSTSECURITYMTG.COM

YOU'RE IN OVER YOUR HEAD ----->

\$

IT'S COSTING YOU AN ARM AND A LEG ----->

\$

YOU'RE UP TO YOUR NECK IN DEBT ----->

%

YOU'RE RUNNING OUT OF BODY PARTS ----->

(MM/DD/YYYY)



HAVING AN ADJUSTABLE RATE MORTGAGE CAN TAKE A LOT OUT OF YOU. ESPECIALLY OUT OF YOUR POCKETS. THAT'S WHY IT'S A PERFECT TIME TO REFINANCE TO A FIXED LOAN. AND NO ONE CAN OFFER YOU A MORE COMPETITIVE RATE THAN US. GIVE US A CALL AND WE'LL SHOW YOU WHY.

Foundational brand research has helped us establish critical brand

insights

Across MC brands



But Black consumers were underrepresented at a CATEGORY-WIDE level

47%

of Black Households buy beer/beer alt

VS

52%

of total households



For diverse insights we employed a **P.O.V** framework



Provocative Questions

Ask consumers questions with emotional stakes and challenge the status quo.



Open-Minded Exploration

Let consumers explain the world to you as if you're naïve, and listen uncritically.



Value-Aligned Brand

Match your audience values with *their* perceived positive truths about your brand.

Using ZMET, we examined the core of the relationship by asking Black drinkers to collect images that reflected their feelings around a provocative statement:

“Black people don’t drink beer.”



Our sample was split between Black beer drinkers and spirit drinkers

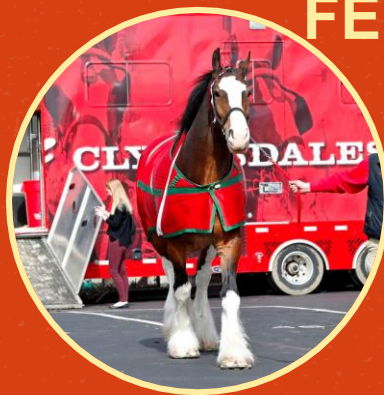


Beer has historically failed to open emotional entry points for Black

SPORTS DRINKERS
FEEL...



“LOST”



“IGNORED”



“UNSUCCESS
FUL”



“ALIENAT
ED”



“This guy has a 'deer in headlights' lost look on his face. This represents African Americans when it comes to beer, period. Because there's so much to beer. There's beers, ciders, IPAs. Some are hoppy, some are bitter. You just sit there lost, like I don't even know where to start. I know vodka tastes like vodka. I know I can mix it with something. I know cognac tastes like cognac. But beer, you're just absolutely

—Sergio, spirit
drinker

Spirits was offering an emotional transformation that beer lacked



I'M
SUCCESSFUL



I'M BLACK



I'VE OVERCOME
OPPRESSION



I'M
SOPHISTICAT.
ED



“I definitely think as an African American...you always want to **present yourself as your best self** in professional settings, because you already feel pre-judged based off your race. So, you want to come into the room with an expectation of, ‘I deserve to be here. **I’m well educated and deserve to have a seat next to you.**”

**—Allison, spirit
drinker**

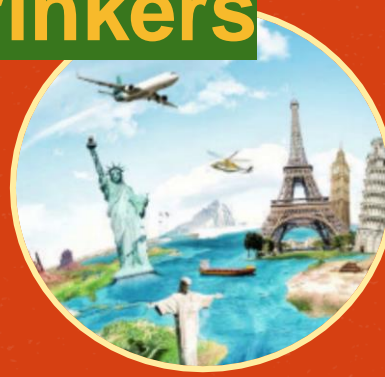
But beer also had a unique emotive path forward for Black drinkers



**I DEFY LABELS
& STEREOTYPES**



**I FEEL LIKE
A LEADER**



**I HAVE A
RICH WORLDVIEW**



**I'M FREE TO
LIVE IN THE
MOMENT**



“This is me and my friend looking over the mountains. A lot of times people might look down on things like birdwatching or hiking. But being cool is defying your situation and stepping out of the label people have put on you. Why would I try to prove that I am Black? You can see I’m Black. I’m going to do what I

—**Mariessa, drinker**
like to do.”

Successfully encouraging Black beer drinkers required bridging a gap between two ideals

Spirit Drinkers

“I’M BLACK AND I’M PROUD”

Spirits make me feel...

SUCCESSFUL

BLACK

COOL

SOPHISTICATED

Beer Drinkers

“I’M ME AND I’M FREE”

Beer helps me...

DEFY LABELS

FEEL LIKE A LEADER

TO HAVE A RICH

WORLDVIEW

TO LIVE IN THE MOMENT

Our key takeaways for the brand team focused on connecting authentically to

Black consumers



**ESTABLISH
BLACK OWNERSHIP**



**NORMALIZE BLACK
BEER CONSUMPTION**



**PREMIUMIZE
BEER BRANDS**



Value-Aligned Brand Strategy

Which of our brands has a right to win

with Black beer drinkers?



Have any of our brands targeted Black drinkers in the past?

Do any of our brands have the opportunity to lean into elements learned from ZMET that attracts Black drinkers?

Do any of our brands over-index in consumption among Black alcohol drinkers? Or consideration?

**MolsonCoors took bold
action**

to reach Black consumers



Miller High Life was



**History of Black
leads in creative**

**Over-indexes in Black
drinker consumption**

**Premium
Associations**

The Miller High Life logo is located in the top left corner. It features the word "Miller" in a white, cursive script font, with a registered trademark symbol. Below it, the words "HIGH LIFE" are written in a white, bold, sans-serif font. The logo is set against a red, rounded rectangular background with a white border.

Miller
HIGH LIFE

Deep Qualitative learning offered key insights

“People think about champagne as the highest thing, that’s what you get when you’re celebrating, that’s what you get when you get a promotion at work. Whereas High Life is the champagne of beers which means you can have those moments every day because it’s obtainable. You don’t have to wait for a big celebration. You can celebrate small wins the same way you celebrate big wins and you can do that any time you want, you don’t have to wait for some monumental moment to celebrate.”

Crystal | MHL ZMET

The Miller High Life logo is located in the top left corner. It features the word "Miller" in a white, cursive script font, with a red underline that swooshes under the letters. Below "Miller", the words "HIGH LIFE" are written in a white, bold, sans-serif font. The entire logo is set against a red, rounded rectangular background with a white border.

Deep Qualitative learning offered key insights

There is a celebratory, special, and rewarding aspect to the brand that is juxtaposed with a everyday aspect to the beer that is unique to the brand

SPECIAL

- Celebratory, special, and rewarding
- Unique and cool, with a vintage aesthetic
- Bold, rebellious, and confident

&

EVERYDAY

- Unpretentious, down to earth
- Consistent and classically timeless
- Comforting, safe, and warm



TRU  LIFE





**ESTABLISH
BLACK OWNERSHIP**

**NORMALIZE BLACK
BEER CONSUMPTION**

**PREMIUMIZE
BEER BRANDS**



Miller
HIGH LIFE

What Happened?



↑
Consumption

Black drinker
consumption
continues to rise



↑
Consideration

Black drinker
consideration is
higher than
competitors



↑
Ranking

Among Black beer
drinkers, High Life
is one of their top
beer brands

When your brand is aiming to authentically speak to diverse consumer segments

Identifying **hidden emotional barriers** first



Lays the **groundwork** for successful secondary research

And a **safe, impactful landing** for your marketing mission

THANK YOU!



Tyler Monroe



Hannibal Brooks

