

Miller Beer -Brand Launch



Under the slogan It's Miller time, Kreativa created and launched a campaign of Miller beer in the Serbian market that was announced by the Central HG as the best launch campaign in that year worldwide. The main idea was to create an atmosphere where everybody had been waiting for Miller time and when that came everything changed, the music

changed, the streets became Miller streets, and people became the Miller people enjoying the Miller lifestyle. The campaign had three phases including PR, OOH & Print advertising, Model market outlets, POSM, Events, CRM, Sampling and promo activities, Miller Fashion show, Miller tour - DJ competition.