

SEASONAL PROMOTIONS—REBRANDING

Corona's equity and heritage as a Cinco de Mayo summertime beer is undisputed, but what about generating incremental on-and off-premise sales the rest of the year? It's amazing what seasonal rebranding, theming and graphics can do to accelerate results...especially when taking on Budweiser and Miller Lite's equity in football, a winning gameplan that scored big displays, incremental volume and championship sales for Corona...

