

Driving Distribution for MillerCoors™

INDUSTRY: CPG
Chicago, IL | 9,000+ employees



The Challenge

Beer sales in bars, clubs and restaurants have been challenged for years. Reasons range from consumers making fewer trips to increased competition from wine and spirits to challenges in finding the right assortment of taps amid a boom in craft beers. MillerCoors needed a way to show retailers that beer (especially MillerCoors brands) was important to them making money. An overhaul of the company's go-to-market approach was initiated, including new tools that would help make its sales teams sell more effectively. One challenge was how to tell this story in a compelling manner to bar owners who are crunched for time.

The Solution

MillerCoors gathered beer category insights and partnered with Mediafly to develop a sophisticated yet user-friendly sales engagement solution. Mediafly then built a device-agnostic mobile solution to distribute on-demand, complex, data-rich content in a simplified easy-to-use format. MillerCoors sales teams now had relevant, insightful category insights paired with interactive elements, such as ROI calculators, at their fingertips. Mediafly's platform elevated their sales pitches by making data the foundation of their conversations which increased retailer engagement. Mediafly deployed a reporting system, informing marketing on how sales teams use content in the field. This feedback assists marketers in designing future marketing programs and messaging.

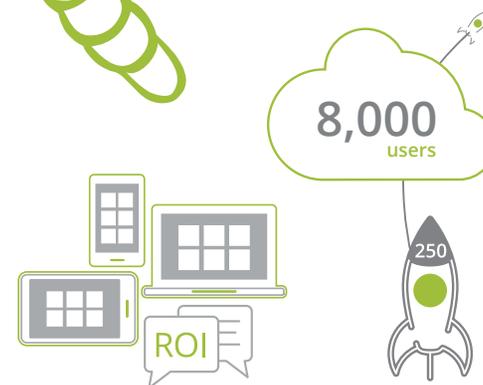
The Result

Mediafly helped MillerCoors reverse several years of declining distribution in the on-premise channel. With Mediafly, communicating the financial value of beer and MillerCoors brands to their customers was easier and more effective than previous methods. This resulted in better relationships and better distribution. Their national success in the on-premise sparked interest in the convenience store, liquor store, and grocery channel sales teams. The user base has skyrocketed from 250 to over 8,000 users as a result. MillerCoors' parent, Molson Coors Brewing Company, is now taking the solution global by leveraging the experiences of the MillerCoors team here in the US. Mediafly is viewed by the brewer's sales leadership as an invaluable sales enablement partner, consistently innovating with their evolving needs.

About Mediafly

Mediafly is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly's technology, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's Evolved Selling™ solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for four years consecutively in addition to being named Inc.'s Best Places to Work of 2017. Visit Mediafly.com or follow @Mediafly for more information.

Interested in learning more? Visit us at mediafly.com or call 1.312.281.5175.



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