

☹️😊😊 JACK MORTON

CAMPAIGN: MILLER LITE CANTROLLER
CLIENT: MILLER LITE OF MOLSON COORS
AGENCY: JACK MORTON

Gaming and beer traditionally don't go hand in hand. Mostly because where do you put your controller when you drink your beer? Miller Lite, looking to make its entrée into the growing eSports category, figured out how to solve this dilemma by creating the world's first game controller you can actually drink.

Developing such a rare piece of tech should have been the solution to Miller Lite's involvement with eSports, but product development was only phase 1 of the brand's challenge. Unveiling it to a die-hard, skeptical community without coming across like a poser became their next challenge.

To reveal this drinkable, playable, and recyclable Bluetooth innovation, Miller Lite headed to E3 – the beast of gaming conventions in Los Angeles – to create a product drop fit for gamers.

So, what exactly was the Cantroller? And how did it work?

Developed by our partners, the Cantroller was a full can of beer, with a reskinned exterior featuring 10 functional, membrane-style game controller buttons: four direction arrows, select and start buttons, and four "move" buttons. Doubling as a wireless controller, the can



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– which turned on via the on-switch located on the bottom of the can – featured a ribbon cable connected to a lithium battery pack, Bluetooth transmitter to provide haptic feedback response, and a micro-USB port for charging.

The Cantroller Lounge was a hidden, after-hours hot spot, where E3 attendees battled it out in a Street Fighter tournament with a chance to face off against celebrity talent and avid gamer, Eric Andre. Winners walked away with their very own autographed Cantroller (a \$1,000 value).

The entire competition was live streamed on Miller's Twitch channel – marking the brand's inaugural introduction to the Twitch community.

Featuring in-person and online gamers, Miller Lite cracked open eSports, delivering a unique experience to celebrate the world's first gaming controller you can drink.

Our event garnered over 600K online viewers in a mere 4 hours. That's 20,000% more than the average Twitch Street Fighter stream.

And Twitch users spent a total of 946 days watching our gaming content, breaking Twitch's record for a branded stream. We also broke through the noise with over 641M impressions during a time when share of voice is at its most competitive. Eric Andre's competitive nature was such a hit with players and viewers that Twitch actually hired him as their spokesperson, proving that Miller Lite had a lasting effect on the eSports industry.

