Does drinking American beer ever get monotonous?

That is essentially the pitch Corona Light is making in a campaign that positions the Mexican import as a "refreshing change" from what the brand is calling "all-too-familiar" brown-bottled domestic brews. The campaign is the first effort for Light by Omnicom Group's Goodby Silverstein & Partners, which won the account late last year.

TV spots show men trudging through consecutive days with the same routine: "Eat, work, gym, shower, bar, beer, sleep..." Things change when they drink Corona Light, with their nights suddenly filled with exciting events such as costume parties and karaoke. "We are trying to get the domestic light drinker to think about his choice and trade up to a Corona Light," said Jim Sabia, exec VP-marketing for Crown Imports, who previewed to Ad Age the importer's 2012 marketing plans for its brands, including Corona Extra, Modelo Especial and Tsingtao.

While its flagship Corona Extra still commands the most marketing attention, Crown has tried in recent years to give Light a separate personality as the "social brother" to Extra, which is the largest imported beer in the U.S. Last year, ads moved the Light brand away from its traditional beach imagery in spots by La Comunidad featuring rooftop party scenes.

Imports frequently target domestics, because to grow they must steal share from Bud Light, Coors Light and Miller Lite, which control 35% of the beer category, according to Beer Marketer's Insights. Corona Light, on the other hand, has less than 1% of the light-beer category, according to Crown. (The brand ranks eighth among all imports, according to Beer Marketer's Insights.) But while Light's target is not changing, it is making a more direct appeal. "Our aspiration is to get this a lot bigger, and the way to do that is to try to get all these domestic light users ... to maybe try something different," Mr. Sabia said.

That is of course easier said than done. Crown will be knocking heads with other imported light beers, including Heineken Light, as well as smaller domestic craft beers and even spirits brands, which are increasingly competitive with domestic beers. Part of Crown's new strategy is to put Corona Light on draft for the first time this year in select markets as a way to raise awareness. The brand is also sponsoring country singer Kenny Chesney's tour this year, a role formerly played by big-brother brand Corona Extra.

Here's what Crown plans for its other big brands:

**Corona Extra**: Brand agency Cramer-Krasselt, Chicago, will continue the "Find Your Beach" campaign, which is aimed at getting drinkers to think outside of the vacation appeals the brand grew up on. This year's spots are notably more social, featuring groups rather than couples, including one ad staring music group Everest. (See the spot below.)

**Modelo Especial**: One of the fastest-growing exports, the brand last year moved to Goodby,
which is finalizing Modelo's first English-language campaign set to premiere in select markets this year. The goal is to expand the brand beyond its Hispanic base, which accounts for about 80% of volume.

**Tsingtao:** This Chinese beer was recently assigned to Goodby on a project basis. Though the brand won't get any major media support, Crown plans a push around Chinese New Year. The goal is to build the same kind of buzz during that holiday as Corona gets from Cinco de Mayo.
The Spot: Brown-Bottle Blues  A college grad breaks out of his beer rut in Goodby's rhythmic, musical debut for Corona Light  
By Tim Nudd

IDEA: Guys who've just left college can fall into a rut when they start working. "You were in this unstructured environment, and now you have this job," said Nick Spahr, associate creative director at Goodby, Silverstein & Partners. "You wake up, eat breakfast, go to work, go out, go home. It's the same thing over and over." Corona Light, a new Goodby client, saw opportunity in this malaise. Bud Light and Miller Lite, the so-called brown-bottle beers, are the drinks of choice in this unthinking routine—in the end, part of the problem. Corona Light could be a solution of sorts. A pair of new, highly stylized spots (one, called "Stan," was just released, with another due shortly) dramatize this repetitive stasis and the joyful release from it, positioning Corona Light as a refreshing alternative. "Ordering a Bud Light or Miller Lite is almost a default mechanism. It's the generic choice," said Spahr. "Our thought was, let's get people to break out of that rut and try something different."

COPYWRITING: Copywriter David Roth and art director Grant Piper came up with an oddly rhythmic script to capture the hero's boredom. "Stan ... Stan ... Eat. Work. Gym. Shower. Beer. Watch. Sleep," the male voiceover almost sings as still photos show the eponymous hero blindly following his regimen. (The name Stan was chosen because it was a little left of center.) "They had to perform the script for me, actually, because on paper it just looked weird," said Spahr. "They basically wrote a song."
The voiceover repeats two similar stanzas. Each "sleep" line is followed by a brief, hallucinatory live-action moment—a talking sheep and a girl sitting on a red ball each tell Stan to "dream." In the middle of the fourth cycle, the pattern breaks: "Eat. Work. ... Corona Light! That's refreshing!" says the voiceover. Suddenly, Stan is partying the night away, as the narrator sings along: "Bro hugs. Costume party. Girl. Karaoke. Dance-a-thon. Photo booth. Digit-swapping. All night. Corona Light. Stan! Stan!"

The on-screen tagline at the end reads, "A refreshing change of beer."

**ART DIRECTION/FILMING:** The spot is mostly still photos. "The idea came up internally, but it made a lot of us nervous," said Spahr. "You're spending a lot of your client’s money on these things, and to present them with an idea that’s 80 percent still imagery, if not more, is a little scary for them." The director, Mike Mills, who had done work in a similar style in the past, helped calm the nerves. "It was a dream scenario," said Spahr. "People always send work to him, and he always says no. But the style of these spots was in his world, in his visual language. We approached him, and he jumped on it."
TALENT: The lead actor needed to be the right age and likable enough to root for—"not so handsome that he’s unrelatable, not so downtrodden that you feel absolutely sorry for him," Spahr said. "Then, in the back half of the spot, when he starts having a lot of fun, you’ve got to have someone who can be really comfortable in front of the camera, acting like a fool. He had a great smile and good eyes."

SOUND: The agency went through about five different music houses to get the script turned into a song. Frustrated, Piper put together his own track using GarageBand on his iPad, and snuck it into a group of tracks he presented to his creative directors. They chose his work as their favorite—and it provided the basis for the final soundtrack, produced by Marmoset Music in Portland, Ore.

MEDIA: The spots will run nationally, primarily on ESPN at first.

THE SPOT:

CREDITS:
Client: Corona Light
Agency: Goodby, Silverstein & Partners, San Francisco
Executive Creative Director: Jamie Barrett
Associate Creative Director: Nick Spahr
Associate Creative Director: Jonathan Graham
Copywriting: David Roth
Art Director: Grant Piper
Producer: Conor Duignan
Production Company: The Directors Bureau
Director: Mike Mills
Editorial Company: Rock Paper Scissors
Editor: Grant Surmi
Sound: Marmoset Music
A REFRESHING CHANGE OF BEER

Corona ads invite consumers to break out of the "brown bottle rut"

Crown Imports is debuting a new national marketing campaign for Corona Light that encourages consumers to "trade-up from their brown bottle domestic light routine to a Corona Light for a refreshing change of pace." Chief marketing officer Jim Sabia said the brand is looking to increase its trial with consumers who are used to buying domestic light beers. "We wanted to explore the concept of how trading-up on your beer can alter the course of your entire night," Mr. Sabia said. "Our campaign takes aim at the post-college, day-to-day rut that many people find themselves falling into by offering a refreshing Corona Light as the way to break free from the monotony."

Corona Light's new campaign consists of two national TV spots, and a customizable "Rut Buster!" Facebook application. Ad agency Goodby Silverstein & Partners, production company The Directors Bureau and director Mike Mills, said they tried to capture the essence of the post-college rut with the new Corona Light TV spots. Both open with a still-frame montage, featuring young males helplessly moving through daily routine; eat, work, brown bottle light beer; sleep, repeat. The cycle is only broken when they make the trade-up to a refreshing Corona Light. "Corona Light is a unique and special brand in a sea of brown-bottled light beer. The challenge was to create a campaign that delivered on that uniqueness, and pushed people out of their domestic light beer-drinking routines," adds Jamie Barrett, creative director/partner of ad agency Goodby Silverstein & Partners. "We were proud to collaborate with Crown Imports on this campaign and we can't wait to unleash it on the world."

Corona Light will also launch the "Rut Buster!" Facebook application in June, which allows users to create, customize and share a "Rut Buster!" video montage with Facebook friends who are in danger of falling into one of their own. Upon receiving a "Rut Alert" on their Facebook wall, the recipient can choose to "Bust my Rut" by selecting the post and revealing their personalized "Rut Buster" video. The recipient can then choose to create a response video or "bust out" another friend in his or her network.
Corona Invites Viewers To Break Free From Rut
by Tanya Irwin, Yesterday, 6:18 PM

Corona Light is debuting a national marketing campaign that encourages consumers to trade up from their brown bottle domestic light routine to a Corona Light for a change of pace.

As the brand continues to strengthen its identity, the light beer brand is looking to increase its trial with consumers who are used to buying domestic light beers, said Jim Sabia, Crown Imports chief marketing officer.

“We wanted to explore the concept of how trading up on your beer can alter the course of your entire night,” Sabia said in a release. “Our campaign takes aim at the post-college, day-to-day rut that many people find themselves falling into.”

The campaign includes two TV spots, debuting nationally on April 23, and a customizable “Rut Buster!” Facebook application, which offers rut-busting alternatives for those who find themselves caught in a monotonous routine.

Ad agency Goodby Silverstein & Partners, production company The Directors Bureau and director Mike Mills are behind the campaign.

The spots both open with a still-frame montage, featuring two young males helplessly moving through life’s daily routine; eat, work, brown bottle light beer, sleep, repeat. The cycle is only broken when they make the trade up to a Corona Light. From there, a different night ensues. The spots end with the new tagline: “A Refreshing Change of Beer.”

Corona Light will launch the “Rut Buster!” Facebook application in June, which allows users to create, customize and share a “Rut Buster!” video montage with Facebook friends who are in danger of falling into one of their own.

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Corona Light Launches New TV Ads

Post April 20, 2012 by Brewbound.com Staff

CHICAGO - Corona Light, the number one imported light beer in the U.S., is debuting a new national marketing campaign that encourages consumers to trade-up from their brown bottle domestic light routine to a Corona Light for a refreshing change of pace. As Corona Light continues to strengthen its brand identity, the light beer brand is looking to increase its trial with consumers who are used to buying domestic light beers.

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Corona Light’s new campaign consists of two TV spots, debuting nationally on April 23, and a customizable “Rut Buster!” Facebook application, which offers exciting, rut-busting alternatives for those who find themselves caught in a monotonous routine.

Ad agency Goodby Silverstein & Partners, production company The Directors Bureau and director Mike Mills, capture the essence of the post-college rut with the new Corona Light TV spots. Both open with a still-frame montage, featuring two young males helplessly moving through life’s daily routine; eat, work, brown bottle light beer, sleep, repeat. The cycle is only broken when they make the trade-up to a refreshing Corona Light. From there, a, refreshingly different night ensues. The spots end with the new tagline, “A Refreshing Change of Beer.”

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“Corona Light is a unique and special brand in a sea of brown-bottled light beer. The challenge was to create a campaign that delivered on that uniqueness, and pushed people out of their domestic light beer-drinking routines,” adds Jamie Barrett, creative director/partner of ad agency Goodby Silverstein & Partners. “We were proud to collaborate with Crown Imports on this campaign and we can’t wait to unleash it on the world.”
Corona Light Launches ‘A Refreshing Change of Beer’ Campaign

23 April 2012 | By Popsop Team

Corona Light, the number one imported light beer in the US, is debuting a new national marketing campaign that encourages consumers to trade-up from their brown bottle domestic light routine to a Corona Light for a refreshing change of pace. As Corona Light continues to strengthen its brand identity, the light beer brand is looking to increase its trial with consumers who are used to buying domestic light beers.

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"Corona Light is a unique and special brand in a sea of brown-bottled light beer. The challenge was to create a campaign that delivered on that uniqueness, and pushed people out of their domestic light beer-drinking routines," adds Jamie Barrett, creative director/partner of ad agency Goodby Silverstein & Partners. "We were proud to collaborate with Crown Imports on this campaign and we can’t wait to unleash it on the world."
Promoting Refreshing Life with Corona Light

Nowadays every commercial tries to convince you that only the product it advertises makes you happy, whereas if you use a generic product you live a dull and boring “9 to 5” life. This time Corona strikes its own product.

Corona Light is launching a new campaign in the USA called “Refreshing Change of Beer”. It is supposed to encourage drinkers to change their habits from classic brown bottle domestic light routine to Corona Light for a refreshing change in their lives. With this campaign Corona Light is strengthening its brand identity by promoting a new way of having fun by drinking beer, while trying to make a lovemark out of it.

*Jim Sabia*, chief marketing officer at Crown Imports said: “We wanted to explore the concept of how trading-up on your beer can alter the course of your entire night. Our campaign takes aim at the post-college, day-to-day rut that many people find themselves falling into by offering a refreshing Corona Light as the way to break free from the monotony.”

The new campaign consists of two TV spots, airing today, and a Facebook app Rut Buster! that will be available in June. The app offers intriguing, exciting, rut-busting alternatives for those who actually live boring and monotonous lives. It will allow users to create their videos and share them with friends who are in danger of falling into routines of their own. Once you receive a Rut Alert! on Facebook wall you can choose to “Bust my Rut” by selecting the post and unveil the personalized “Rut Buster” video. After you show the video to everyone, you can choose to create a response video or bust out another friend in your network.

“Corona Light is a unique and special brand in a sea of brown-bottled light beer. The challenge was to create a campaign that delivered on that uniqueness, and pushed people out of their domestic light beer-drinking routines,” adds *Jamie Barrett*, creative director/partner of ad agency Goodby Silverstein & Partners. “We were proud to collaborate with Crown Imports on this campaign and we can’t wait to unleash it on the world.”

The video is created by the ad agency Goodby Silverstein & Partners, a production company The Directors Bureau, and director Mike Mills. The video contains multishots of a young man and his daily routine. It reminds me of the beginning of the movie Trainspotting that starts with quotes: "Choose Life. Choose a job. Choose a career, etc.” However, the monotony brakes when the guy takes a refreshing Corona Light instead of a brown bottle. It puts a smile on his face and the night gets better. The spots ends with a new tagline: “A Refreshing Change of Beer”.

![Corona Light video](https://via.placeholder.com/150)
New work for Corona Light from Goodby Silverstein & Partners.

April 23rd, 2012 / Comments (1)

It's rare we see beer advertising that we love. This one? We love. It's catchy, memorable and fun. It's different. It stands out. The music and editing is excellent. The concept is great. Nice work from Goodby.
“We wanted to explore the concept of how trading-up on your beer can alter the course of your entire night,” said Jim Sabia, chief marketing officer, Crown Imports. “Our campaign takes aim at the post-college, day-to-day rut that many people find themselves falling into by offering a refreshing Corona Light as the way to break free from the monotony.” Agency: Goodby Silverstein & Partners.
Corona Light Rescues Man From Monotonous Boredom

We'll just let the press release do the talking for this one: "The campaign is targeted towards the post-college young male. As a young graduate, they start to realize how routine their life is becoming. Because they are going in an endless cycle, nothing out of the ordinary happens. A routine beer for this demographic to order would be a "Light" beer in a brown bottle. A break from tradition would be something different - like ordering a Corona Light. When you break your traditions, the possibilities for the rest of your night are endless."

Credits & Description:

The TV Commercial Ad titled Stan was done by Goodby, Silverstein & Partners advertising agency for product: Corona Light (brand: Corona) in no country. It was released in the Apr 2012.
Corona Light / STAN!

by marmoset music 21 hours ago

Big props to our friends at Goodby Silverstein for this project. Marmoset composed the hilarious soundtrack. That's refreshing!
Corona Invites Viewers To Break Free From Rut

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The campaign includes two TV spots, debuting nationally on April 23, and a customizable “Rut Buster!” Facebook application, which offers rut-busting alternatives for those who find themselves caught in a monotonous routine. (www.mediapost.com)