

Coors Light Brand Report



Canada | July 2020





This report is a snapshot of the **Coors Light consumer in **Canada**. We take a look at their profile and identify their key music behaviours.**

The Report will cover

- 1. Key Takeaways**
- 2. Category Overlap**
- 3. Brand Audience Profile**
- 4. Brand Music Map**



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Key Takeaways

65% of Coors Light consumers are over the age of 35.

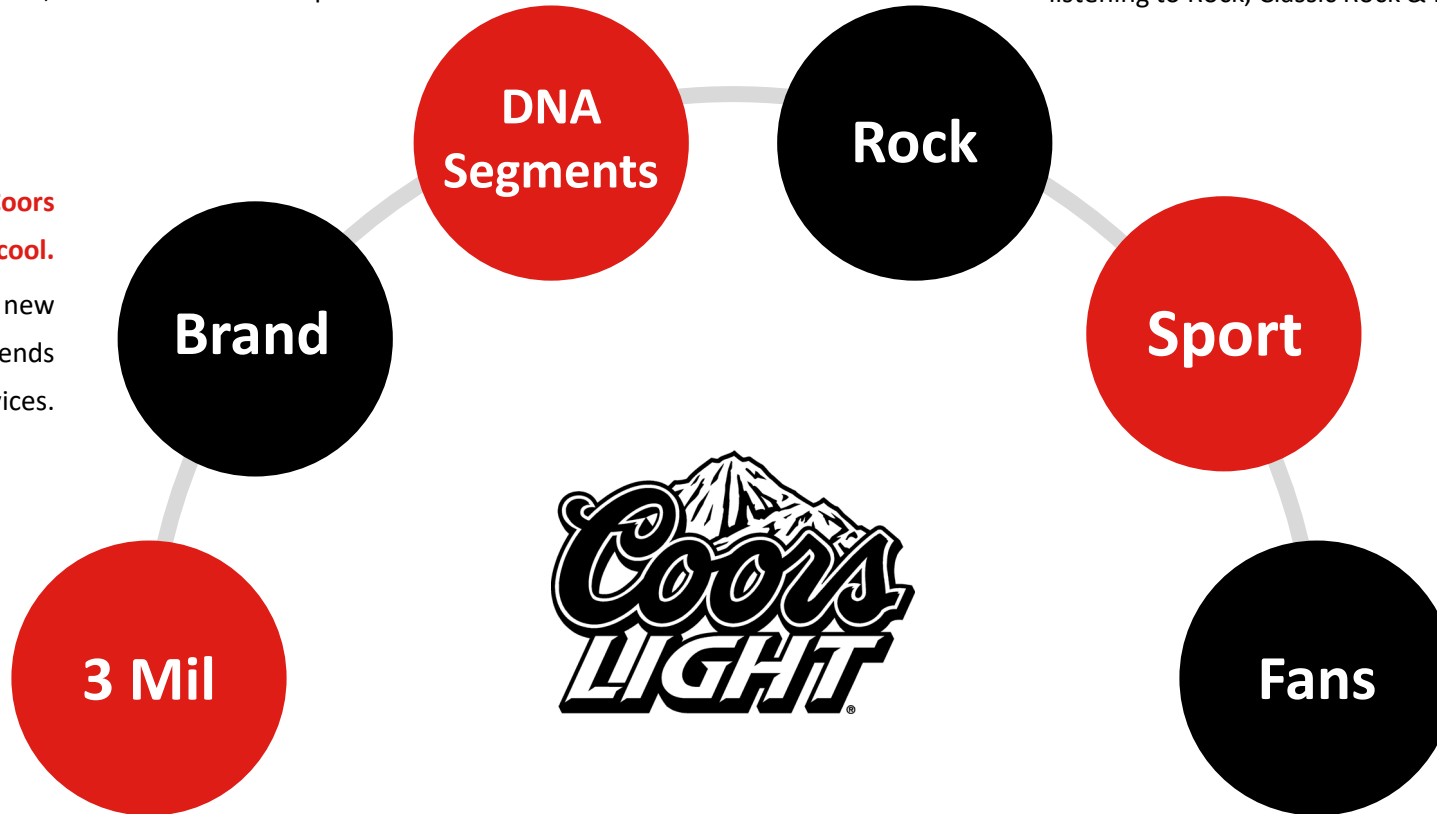
The DNA Segment affinities reflect this older skew including Young at Heart, Golf Fans and Motorsport fans.

Coors Light consumers are Rock music fans. They are 1.2x more likely to than the general population to enjoying listening to Rock, Classic Rock & Heavy Rock... Rock On!

A brand quality that appeals to a Coors Light consumer is trendy/cool.

They like to always be trying new products and regularly inform friends and family on new products / services.

3 Million people aged 18-64 in Canada are Coors Light consumers. 61% of these are male and are likely to live in Newfoundland & Labrador, New Brunswick and Quebec.



The Coors Light consumers enjoy all things sport. Their top activities include watching sport, playing sport and cars/motoring.

The Abrams, Dan + Shay and Billy Talent are artists /bands that Coors Light consumers are more likely to be fans of compared to the general population.

Let look at the...

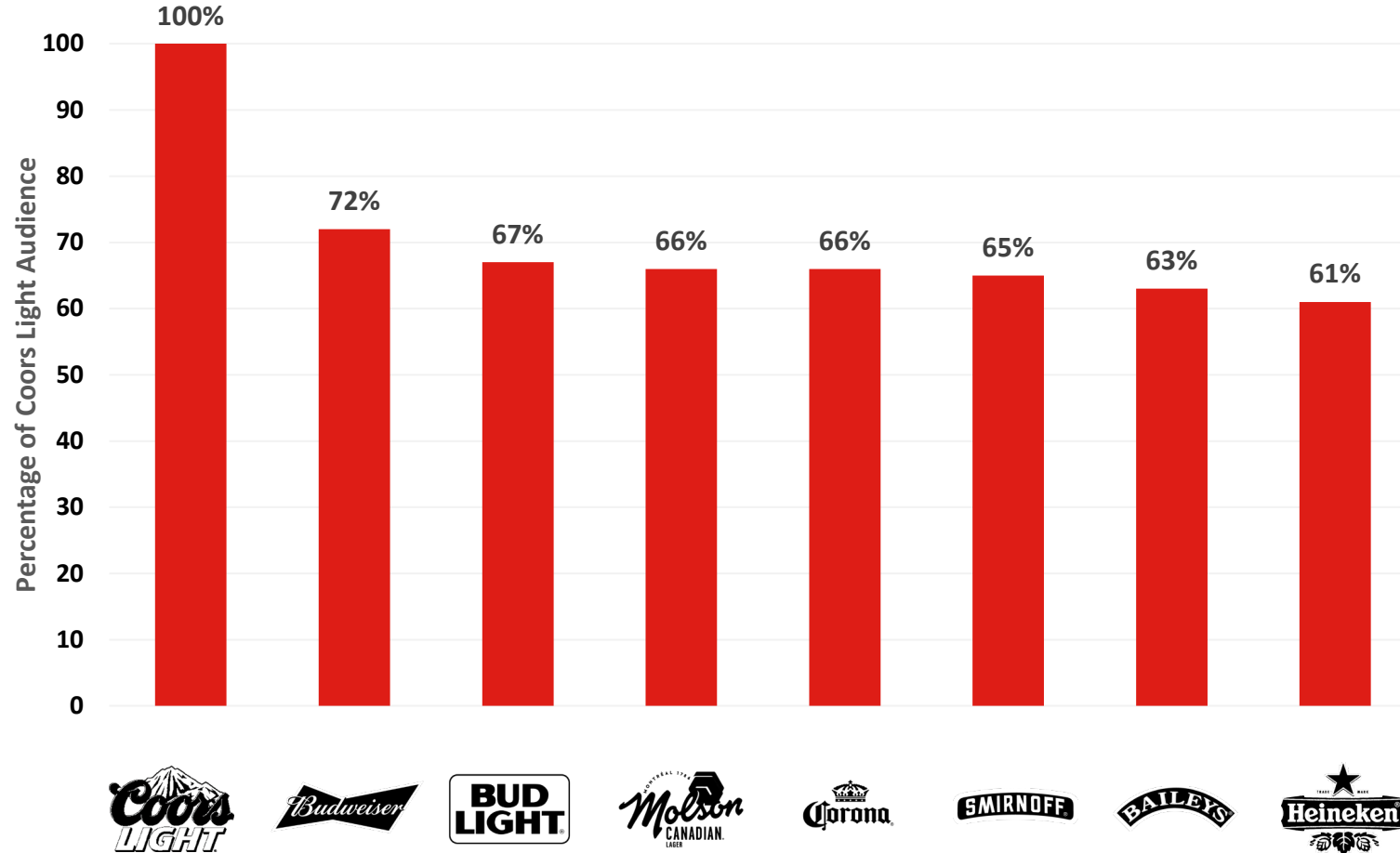
BRAND OVERVIEW.



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Categories Brand Overlap

What else do they like drinking?

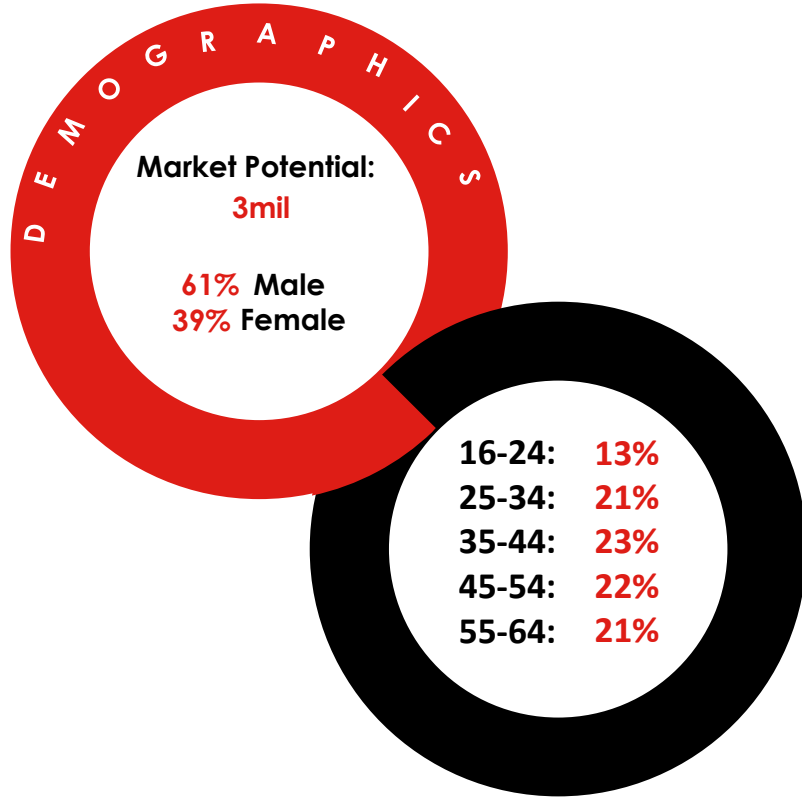


72% of Coors Light consumers in Canada also enjoy drinking **Budweiser**.



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Coors Light Audience Profile



Attitudes

Other people view me as adventurous

Having the latest technological products is very important to me

I regularly inform friends and family on new products / services

I always like to try new products



Top 5 Segments



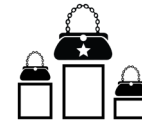
Golf Fans



Motor Sport Fans



Young at Heart



Prestige Purchasers



MLB Fans

Household Income

Top 10%	12%
Top 25%	25%
Mid 50%	54%
Bottom 25%	17%
% of the population	

Top 5 Media Properties

- Online
- TV
- Traditional Radio
- Social Media
- Online TV

Top Activities

- Gambling
- Cars / motoring
- Watching sport
- Playing sport

What do they want brands to be?





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Coors Light Music Map



FANS of:

The Abrams	1.7x
Dan + Shay	1.5x
Billy Talent	1.4x
The Sheepdogs	1.4x
Matthew Good	1.3x

Genres:

Country	1.3x
Rock	1.2x
Classic Rock	1.2x
Hard Rock	1.2x
Disco	1.2x

Music Attitudes

I mainly listen to music artists that are well-known / popular

I'm usually one of the first people to discover new music artists

Streaming Platforms



amazon prime music

Why they follow their favourite artists

I trust them when they comment on or recommend products, services, content, other people to check-out, etc.

I want to see 'behind-the-scenes' moments

Music related activities

	Reach	Index
Watched music video on YouTube	44%	1.0x
Stream Music	50%	1.0x
Attend Live Concert	15%	1.1x
Live Stream Concert or Festival	19%	1.0x
Songkick	4%	0.7x
Follow Band on Social Media	39%	1.2x

THE BRAND MUSIC MAP helps us to understand the music profile of the Brand's current audience.

This can help you validate a partnership idea and craft the narrative between the brand and your artist to get a brand on board.

The music related activities are also linked to advertising or activations properties that Warner has to offer a brand.

Want to see how they map against all 50 measured artists?

We are able to map any brand across all our music data points so reach out if you would like to go into more detail.



In many cases, a brand is considering a partnership to reach and impact a new audience.

If this is the case, it's helpful to know about their current consumer ... but we need to put the insights focus on the brand's campaign target audience.

Using the DNA Segments and our 30,000+ data points, we can identify their target audience and help you build the narrative to connect the dots between your artist and the brand's target audience.

All we need is the brand's audience brief.



Thank you.

Reach out if you have any questions
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