

# THE DEN

BY *Coors*  
LIGHT.

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## SITUATION

Beer sales are declining. New beverages, like seltzers, are on the rise. In order to increase sales and capture more beer drinkers, Coors Light needs to stand out. The brand is seeing success with its “Made to Chill” campaign, which positions the beer as a way to recharge and refresh. Coors Light is looking for a way to bring the experience of “chill” to life.

## INSIGHT

People “chill” in different ways, but most people prefer to spend their free time at home (according to Mintel, 62% of adults prefer to spend their free time at home).

## PROBLEM

*“I stopped having friends over because I don’t have the space to host them.”* Due to overcrowding in cities and increasingly small living spaces, young adults no longer have the space to socialize and hang out with friends in their own homes. Landlords are turning living rooms into bedrooms to maximize profits. Living rooms provide an essential communal space to chat, eat, watch TV, and hang out, and not having this space is detrimental to people’s mental health.

## SOLUTION

The Den by Coors Light: A space entirely “made to chill” when your apartment isn’t.

## THE DEN

is a place to hang out with friends (or escape your roommates) filled with living room amenities.

For those who don't have the space they need to hang out at home, The Den provides cramped city dwellers with a much needed spot to watch tv, play board games, read a book, or simply sit back and enjoy a drink and good conversation.

## HOW DOES IT WORK?



ID check at the door (21+).  
Guests will be invited to  
sign up for a membership  
free of charge and  
download The Den app.



Find a place to “chill.” Feel  
free to share a space with  
other guests.



Enjoy an activity... Or don't.  
Choose to play a game, play  
a board game, or simply do  
nothing.



Use your app to unlock a  
fridge and grab a Coors  
Light. Cheers. Hungry? The  
app can get you food too.



Chill. You are no longer  
cramped in your shoebox of  
an apartment.





## WHAT'S IN THE SPACE?

- Comfy couches & seating
- Coffee tables
- Televisions
- Board games & cards
- Video game consoles
- Fridges with beer & other beverages
- Shareable snacks made to order
- Reservable rooms (members only)


















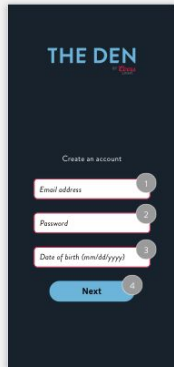


A modern interior scene featuring a blue SMEG refrigerator, a light wood TV stand with a television, and a brick wall background. The refrigerator is a vibrant blue with the 'SMEG' logo in silver letters at the top. It has a silver handle and a small black square sensor. To its right is a light-colored wood TV stand with a large black television mounted on it. The background is a grey brick wall, and the floor is made of light-colored wood in a herringbone pattern. A black, ribbed ottoman is visible in the bottom right corner.

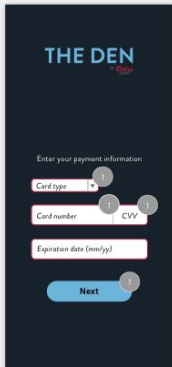
Guests can gain access to refrigerators using the The Den by Coors Light app. The refrigerators are equipped with scaled shelves that detect what was purchased. Appropriate charges will be debited to their account.

# THE DEN BY COORS LIGHT APP

the den 1



the den 2



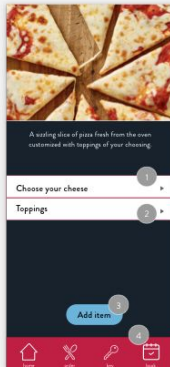
the den 3



the den 4



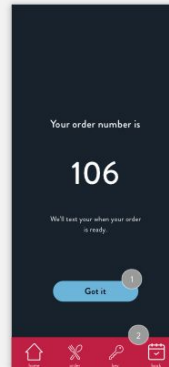
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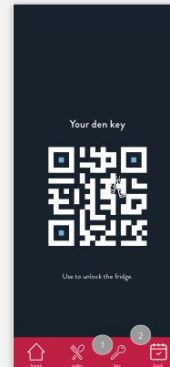
the den 6



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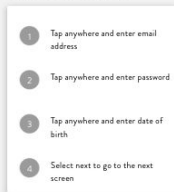
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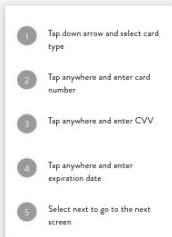
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annotation 1



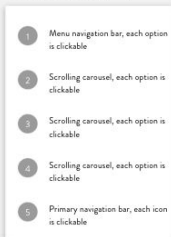
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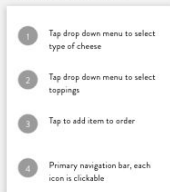
annotation 3



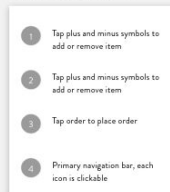
annotation 4



annotation 5



annotation 6



annotation 7



annotation 8



annotation 9



When signing up through the app to become a member, guests will be prompted to enter their payment information. The app can be used to order food, pay for drinks, and reserve private 'living rooms.' Once a member, scanning the app upon entry to The Den will collect loyalty points that can be redeemed for special offers.



## LAUNCH MARKETS

The Den will be launched in cities where residential crowding is a major issue. It will initially be launched in New York City as a test market, then expanded to San Francisco if successful.

40% of renters in both New York City and San Francisco live with roommate(s) and the average living space is under 737 square feet.



**NEW YORK CITY**

**68,000**

people per square mile

**SAN FRANCISCO**

**18,581**

people per square mile



# NYC

Buzz will be generated through geo-targeted OOH placements and social posts that will drive traffic to The Den landing page.





# SAN FRANCISCO



# THE DEN

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The Den is a common space that serves as a haven amongst the crowd and chaos of city life. Whether it's hanging out with friends or kicking back with a good book, we wanted to create a kind and welcoming space for people to come and escape the chaos of everyday living - to take a moment to relax, reset and recharge.

## FIND A DEN NEAR YOU

Search

The landing page will enable guests to find a Den near them and learn more about the experience.



Coors Light is the first in its category to expand into a permanent experiential realm, which will garner media attention.



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Turns Coors Light's brand purpose into a reality, bolstering brand love from new and existing consumers.

Extends the life of the "Made to Chill" campaign, which had initial success for Coors Light in late 2019.

Provides a refuge for people who need an escape due to overcrowding in large cities.