



SOCIAL MILLERCOORS FAN RECRUITER

With a desire to leverage social media to interact with their consumers, MillerCoors asked Fullhouse to find a solution for building a fan-base for their brands' Facebook presences.

Fullhouse conceived of a way to use existing interactions to enlist fans utilizing hardware which was already in the field. We developed a custom app by which brand ambassadors engaging consumers on-premise could recruit new fans face-to-face at on-premise accounts.

The MillerCoors Fan Recruiter app simply asked consumers to log-in to Facebook via the iPod Touch and click "Like" on the brand being represented. Upon confirmation, they would simply log-out, creating a seamless and unobtrusive experience.

Respecting the fact that Facebook users value their personal privacy (and that Wi-Fi may not always be accessible), Fullhouse developed a bypass for the

app, through which consumers could enter an e-mail address, date of birth, and zip code in order to receive a simple follow-up e-mail inviting them to become a fan of the brand at their leisure.

Conceived to be multi-brand friendly from the outset, the app could be skinned for any brand, with the ability to push new content upon uploading data.

With exclusive content on brand pages, and providing value with relevant content on local pages, the app has proven to be a beneficial tool for acquiring Facebook fans so the conversation between them and the brand can continue long after making that first connection.



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