



BRANDED GAMING MILLER LITE GREAT TASTE BLITZ

What if we could use shoulder pads as a game controller?

That is the question we asked before developing this motion-controlled game for Miller Lite. It was so groundbreaking that our lead developer even ended up designing the specs for manufacturing the custom shoulder pads.

This innovative game brought football to life and was the star quarterback of Miller Lite's Taste Greatness Football Promotion.

The unique motion tracking shoulder pads gave consumers a feeling that they were a real football player as they moved to score points through three levels of game play.

Promotion specialists featured Miller Lite bar specials within the game itself, reminding consumers to take a break and enjoy that great pilsner taste.

The leader board elevated excitement and competition and kept consumers asking for more.

Giveaways reinforced the fun they had with the game and the great taste of Miller Lite.

