



MOBILE MILLER LITE PLAYOFF TXTOFF

Constantly looking for ways to stretch commonly used technology, Fullhouse utilized an SMS messaging system to help two cities talk trash with each other during a live football game.

To engage consumers and promote the Miller Lite brand during the 2008 football playoffs, Fullhouse created PlayOff TXTOff, a real-time, SMS message system that gave consumers watching the games at the bar the ability to trash-talk with fans from the opposing team.

Fullhouse provided a moderation solution that flagged inappropriate content, with individuals approving and

rejecting messages in real-time. The texts were displayed on a split screen visible to everyone in the bar.

It's just another way Fullhouse is using technology in new ways to enhance the on-premise experience and build the Miller Lite brand.



"Great addition to the game, now not only can I scream at the TV, I can scream via text to the opposing team!"
- Consumer, Tampa

PLAYOFF TXTOFF TEXT YOUR MESSAGE TO **91220**
50 CHARACTERS MAX

LIVE FROM TAMPA BAY	LIVE FROM NEW YORK
I HATE YOU.	WHY ARE YOU INSIDE IF IT'S SO NICE OUT?
SHUT UP HAVE FAITH. RO THE BUCS WILL SCORE	WOO WOO GO N.Y. !
ELI GIVING THE FAMILY A BAD NAME!	AWW TOO SOON
BUCK FIFTY FOR BEERS. SUNNY AND 75. JEALOUS?	WHERE'S THE BUCKET?!
ELI'S PASSES AND NOSE ARE CROOKED!	WHATS THE PRICE 4 BEER AT SHIP
	HEY TAMPA HOW'S YOUR HOUSING MARKET?

