

Drinking Miller Genuine Draft just got more rewarding

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If bankers can reward you for using their bank, why shouldn't beer brands reward you for drinking their beer? That's the message from Publicis Machine, which recently initiated South Africa's first always-on rewards programme aimed at beer drinkers, in collaboration with Miller Genuine Draft.

Launched in June this year, Miller FreshBucks rewards loyal consumers with 10 FreshBucks for every beer purchased. The mechanics are simple - pop, lock and shop:

- 1) Pop open the refreshing flavour of a Miller Genuine Draft.
- 2) Lock in your rewards by dialling *120*753* and entering the unique code on the inside of the crown.
- 3) Shop for your rewards with your accumulated FreshBucks via your mobile phone.

Loyal consumers can earn enough FreshBucks to buy top up airtime and data bundles, iTunes vouchers, trendy urban gear from Dirty Collective, coupons from taxi and personal driving services SnappCab or Uber, and tickets to South Africa's freshest social events including Homecoming Picnic's outdoor gatherings and Pop Bottle's latest party experiences.

Publicis Machine, one of South Africa's top integrated advertising agencies, and the agency's partner-client Miller Genuine Draft, worked together from conceptualisation through to creative and digital development. The agency is also responsible for the on-going fulfilment.

The programme was launched complete with real FreshBucks bank notes, which were given to market influencers in a MGD branded wallet.

"Everyone loves to get something for nothing, particularly in these tough economic times. But if you're going to jump on the loyalty bus, it's essential to keep it simple and relevant. No cards, no complicated algorithms for redemption, and rewards that really count," says Gareth McPherson, Executive Creative Director, Publicis Machine.

Miller FreshBucks ticks every box.

"We know that drinking a Miller Genuine Draft is its own reward, but we wanted to give loyal customers a little something extra; something that not only keeps them coming back for more, but also keeps the brand fresh and at the forefront of social chatter. We believe Miller FreshBucks does just that," concludes McPherson.

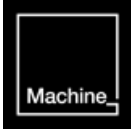
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