

The Coors logo is centered within a circular frame. It features the word "Coors" in a red, cursive script font. Above the letter "o" is a blue silhouette of a mountain range with three peaks. The circular frame has a textured, light blue background with a subtle mountain range pattern.

*Coors*

YCL2025

# background

In Hungary, the latest research for 2024 shows that **only 33% of Hungarian households have air conditioning**. This means that more than  $\frac{2}{3}$  of the country is trying to survive the summer heat using only fans or various “smart” solutions.

# insight

As the heat gets hotter every year, fewer and fewer people go out, preferring to stay at home to get through the day. And when they do, **they're mostly on their phones or computers**, which also get hot after a while.



idea

**Let's break this routine** and encourage people to spend time with friends and family over a cool Coors!

INTRODUCING

# THE ROUTINE BREAKING STICKER

A heat-sensitive NFC-sticker that freezes your phone when it's time for a break.

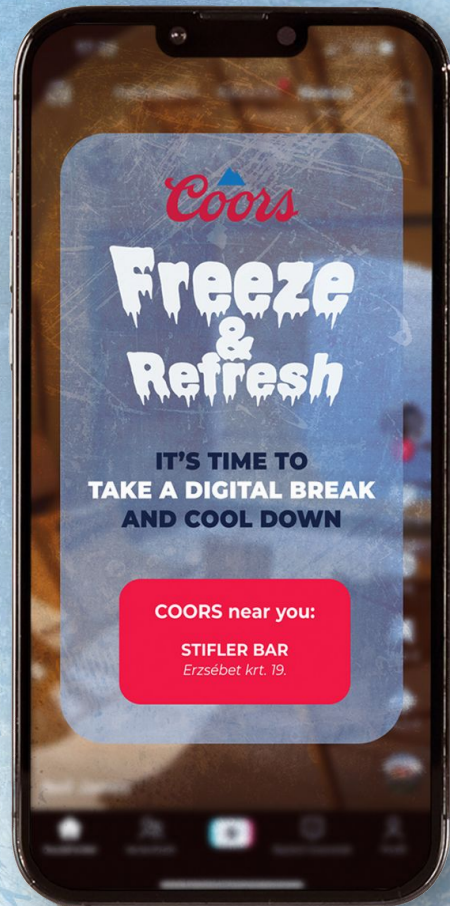
NFC-chip

heat-sensitive tint



# execution

Releasing a new **NFC-enabled sticker with heat-sensitive tint technology** – just like the Coors label – that responds to your phone's or laptop's temperature. When the device starts to heat up, the build in chip sends a notification that it's time to take a digital break and refresh with a Coors nearby.



# why a sticker?

Because almost every Gen Zer and millennial loves them, **sticking them on their phones and laptops** to stand out and show their true identity.



# kick off

Organizing a free event with free samples at Erzsébet Square, where most of our **target group can be found** during summer on the weekends.

We place a huge **heat-sensitive sticker** on the ground. And when there's enough people (=enough heat) standing on it, they all get a notification on their phones, to take a break. That's when the fun starts and they all get a freezing cold Coors and of course a sticker.

# extensions

## YOUTUBE PRE-ROLLS

We target YouTube videos longer than an hour and **interrupt them** with 6 sec long **unskippable ads** saying it's time to take a digital break and refresh.

## BAR STICKER

In bars, where Coors is available, we put NFC-stickers on the tables. If guests place their phone on them, it automatically **puts them into flight mode** so they can take a digital break and enjoy their time together.

## STICKER DESIGNER

We launch a website where people can **design their own** Coors Routine Breaking Sticker, so it gets a personal twist.

# strategy

## teaser

generate buzz  
build awareness

Would you use a tool that would help you being more digitally conscious?

Social countdowns on Coors HU channels

Hero - Discord Live with Jólvanézígy (also on YT on kick of event), YT pre-rolls, TikTok Spark Ads and IG Stories “frozen moments”

Reddit posts, TV show interviews & articles  
WOM

## reveal

activate people  
build engagement

Use the Routine Breaking Sticker to cool down in the summer with a freezing Coors and your friends.

Kick off event  
Stickers  
Sticker Designer  
Social & digital ads

Bar Stickers  
Influencers from different tribes

Pop-up notification (from the sticker)  
Reddit posts & other UGC content,  
TV show interviews & articles  
Earned press coverage & WOM

## follow-up

show people the impact

We helped people be more digitally conscious and build stronger relationships

Social content on Coors HU Channels  
Reminders in social and digital

Native articles about the results (e.g. Telex/Forbes) - “How a beer brand made Hungary take a break”

WOM

goal

message

owned

paid

earned

COLD AS THE ROCKIES



*Coors*

Freeze  
&  
Refresh



## CREATIVE IDEA

In today's fast-paced digital world, where constant work and scrolling on devices can lead to burnout, Routine Breaking Sticker provides a refreshing solution. Using NFC technology embedded in a stylish sticker with a heat-sensitive tint, the sticker detects the temperature of your phone or laptop. When your device reaches a certain heat threshold, indicating you've been overworking or scrolling for too long, the sticker sends a signal to your device, notifying you that it's time for a break.

The message?

"Freeze your phone, go out, and enjoy a Coors with your friends."

Not only does this allow for a much-needed digital pause, but it encourages a moment of connection and relaxation. This idea combines the need for a physical break from screens with Coors' refreshing, cold beer, promoting both well-being and fun in a world that's always "on."

[Source](#)

## **STRATEGY**

Perfect for Gen Z and Millennials, because nowadays most of them are all about stickers, so to show their true identity and differentiate themselves. While always on their phones we get them on spot, encouraging them to take a break from scrolling infinitely. This approach taps into a cultural moment of self-care and sustainability while staying true to Coors' legacy of innovation.

With owned, earned and paid media we get our message to the target audience on platforms they follow, engage with and use frequently (socials, digital, OOH).

# EXECUTION

Planning a summer campaign with 3 phases introducing the idea on social, digital and OOH platforms.

**Teaser phase:** we generate PR buzz and build awareness on our own social media channels, with paid content collaborating with Hungary's most watched YouTube channels Jólvanezígy, and with "frozen moments" social ads.

**Reveal phase:** we generate PR buzz and build engagement with a kick off event and the release of the sticker, in bars we also use NFC stickers on tables to help people disconnect from their phones and concentrate on physical connections. On socials we spread our message with the help of influencers who communicate with different tribes, so it can reach as many people as possible.

**Follow-up phase:** we show people the impact the Routine Breaking Sticker made, set reminders on social and digital platforms and also rely on word of mouth and native articles on pages like Telex and Forbes.