


Coors.

THE
CHILLEST
GAME



di | UEFA | európa-liga

**Öbbenetes büntetést kapott a Fradi az UEFA-tól,
kitilthatják a szurkolókat**

**Három évre kitiltották a stadionból a rendőrt
fejbe rúgó Diósgyőr-szurkolót**

Violence and aggression among football fans is higher than ever.

**Jó ideig nem járhat meccsre az a szurkoló, aki
a törökök ellen füstbombát dobott a gyepre**

**A magyar drukkerek rasszista megnyilvánulása
miatt kapott bírságot az MLSZ**

**Csaknem ötven szurkoló kapott pénzbüntetést a
2021-es EB budapesti meccsein történtek miatt, a
stadionokból is kitiltották őket**

But *Coors* gives them a good
reason to keep their **chill.**





The Chillest Game

by **Coors**.

**Fighting for less aggression
with the power of the chillest beer**



F?!#
C*NT!

GOOO
TEAM!

The Stunt

At a high-stakes football match we give out wearable smart necklaces to fans that analyze the wearer's shouts in real time with the help of AI.

If they keep it chill and cheer for their team in a non-aggressive way, their Coors necklace remains blue, so they are chill enough for a free can of Coors.

We're on TV

The glowing necklaces will inevitably show up in the broadcast of the game.

To tell curious viewers about it, we place ads on the LED perimeter displays that direct them to thechillestgame.com.



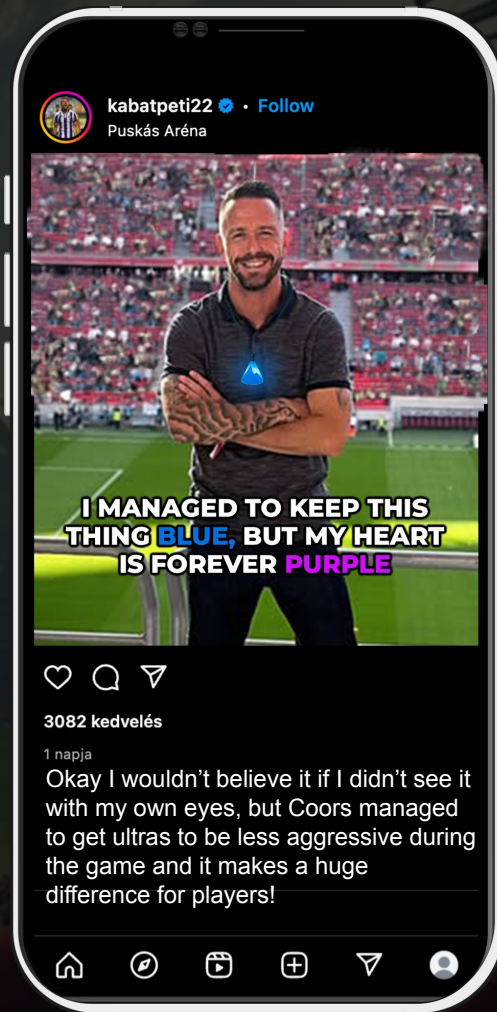
Watching at Home

At thechillestgame.com, we create a live stream, where The VR duo explains the stunt, and comments the match as a social experiment: who will win? Red or blue?



In Your Feed

To complement the organic UGC from the event, we invite football influencers to the match to create content about the activation and spread the word in social media.



Do Try this at Home

We provide an opportunity for sports fans to get involved at home:

We collaborate with MAX, so if you watch any sports content, you can turn on your device's microphone, and if you manage to keep your cool, you get a Coors discount coupon.



AS CHILL
AS A *Coors*

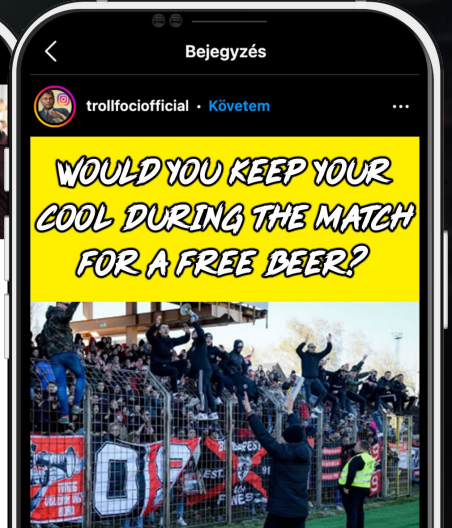
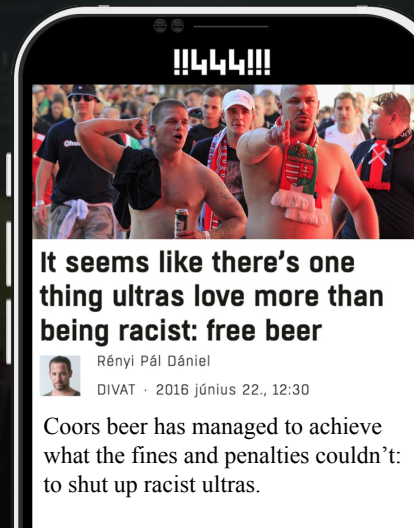
HBO MAX

You almost slipped when Mbappe scored that nasty shot but you kept holding on:
That's what we call chill!
Congrats, enjoy your free Coors, you deserve it:



Keep the Convo Going

As the word of our activation spreads, our ex-footballer ambassadors and content collabs with football-themed pages are ready to join the conversation to reinforce the message.





Galambvérszín


Coors.
Cheers!

Violence and aggression among football fans is higher than ever. But **Coors** gives them a good reason to keep their chill. **Fighting for less aggression with the power of the chilliest beer.** At a high-stakes football match we give out wearable smart necklaces to fans that analyze the wearer's shouts in real time with the help of AI. **If they keep it chill and cheer for their team in a non-aggressive way, their Coors necklace remains blue, so they are chill enough for a free can of Coors.**

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“Coors beer has managed to achieve what the fines and penalties couldn't: to shut up racist ultras.”