

**Entry:** 3320-6057 Cold Songs

**Agency:** Draftfcb, Chicago

**Client:** MillerCoors, Coors Light

# Radio



Cold Blooded



It's Getting Cold in Here



Too Cold

## Out-of-home



## Out-of-home



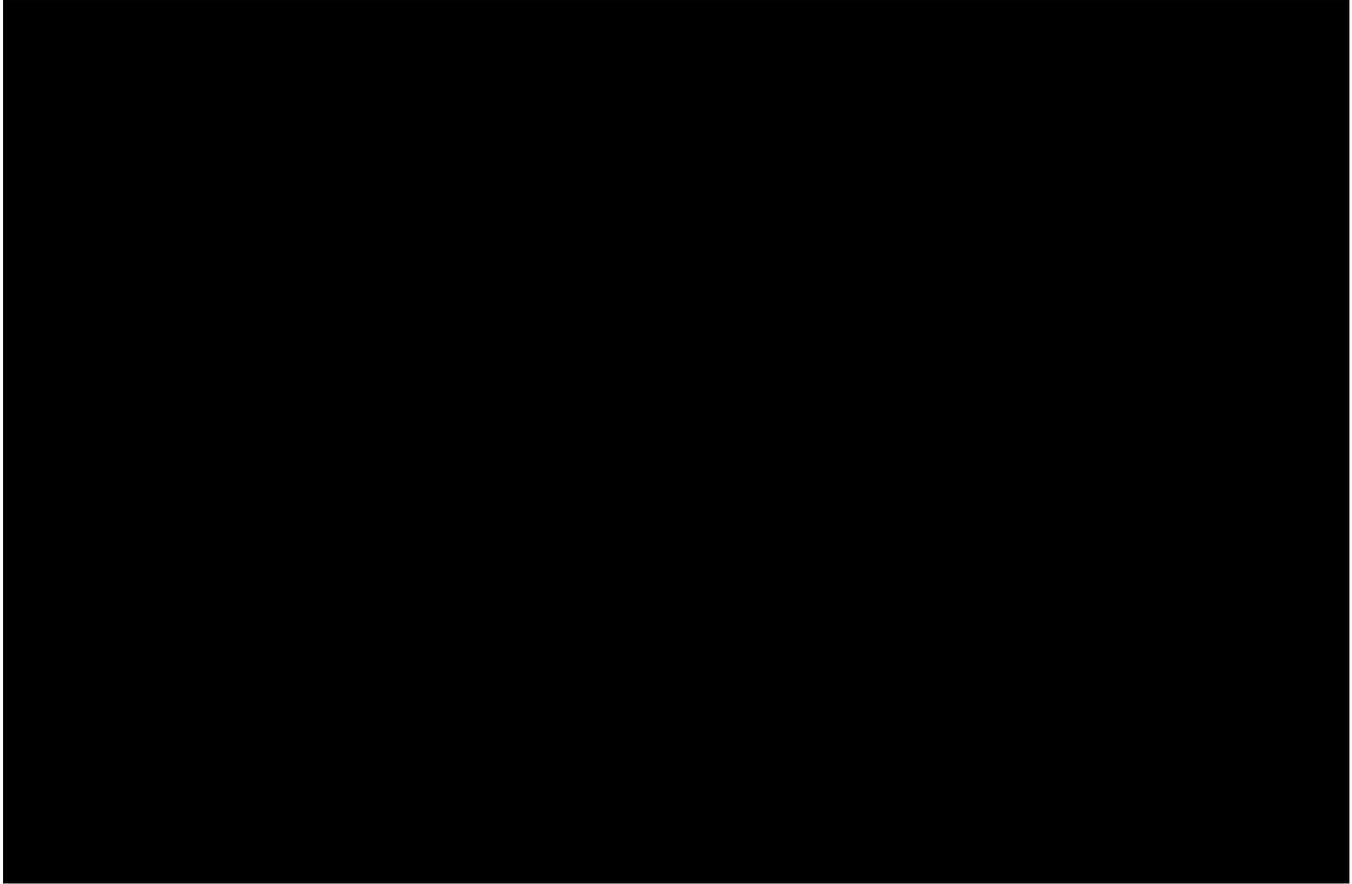
## Out-of-home



## Out-of-home



**TV**



# Synopsis

The MillerCoors team took some well-known music tracks about heat and turned them cold, as only the World's Most Refreshing Beer can. Turning Foreigner's 'Hot-Blooded' into 'Cold-Blooded', Kool & The Gang's 'Too Hot' into 'Too Cold', and Nelly's 'Hot in Herre' to 'Cold in Here', the team inserted lyrics in a creative and humorous way to portray Coors Light as the best cold refreshing beer on the market. The radio campaign was built off the “The World’s Most Refreshing Beer” Campaign that continues to showcase the Rocky Mountain Cold Refreshment provided by Coors Light.