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Coors Light launches its biggest ever TV, poster and in-trade campaign

Coors Light, one of Molson Coors key brands, starts a new £3.5m national advertising campaign this summer.

It is the biggest ever Coors Light marketing campaign since its launch in 2007. It includes a new 30 second UK television and cinema advert with over 5,000 high impact poster sites, as well as moving image digital screens in key city centre locations - including the huge screen at Piccadilly Circus.

Senior Marketing Manager for Molson Coors UK, Steve Mitchell said: "The campaign, which starts mid-July and runs through to September, gives Coors Light great access to our audience - creating new opportunities for us to build awareness and trial with consumers and shoppers; most of whom will see our World's Most Refreshing Beer message over twenty times in the Summer.

"This is a significant investment for Coors Light, which is growing in both the pubs and supermarkets as drinkers discover its ice cold, light, refreshing taste."

Coors Light at 4.5% ABV is responding to UK drinkers moving to lighter tasting beers seeking out cold beer refreshment. All can and bottle formats of Coors Light are Cold Activated; featuring temperature sensitive Rocky Mountain labels and logos, which turns blue when the beer is ice cold and ready to drink. And on draught, every pint is always served at an extra cold 2 degrees Celsius.

Molson Coors (UK) has over 2,000 employees in the UK and breweries in Burton on Trent, Alton and Tadcaster. It is the UK arm of Molson Coors, the Global Family Brewer and has a market share of over 20% of the UK beer market. Our portfolio includes Carling, the UK's best selling lager for three decades, Coors Light, Grolsch, Worthington's, Caffrey's, Sol, Cobra and a range of speciality beers.

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Notes to Editors

Coors Light, now brewed in the UK for British consumers, has been refreshing America's beer drinkers since 1978, and all over the world celebrates the upbeat, sociable spirit of Colorado's Rocky Mountains – the worldwide home of Coors Light. Coors Light is less than 100 Kcal a bottle (88 Kcal per 275ml bottle)