



Weiden+Kennedy was tasked with relaunching this brand in the early 90's. As part of this effort, Wild Alchemy was asked to conduct ethnographic research with their current core customers to inform the brief.

Interviews were conducted in Oakland, Cleveland and Chicago with High Life drinkers (note that we had to troll pubs to find these users as they were not in a database.) Interviews were conducted in bars and bowling alleys (often in the morning as many worked the graveyard shift) and they were asked to complete 'homework' (lifestyle logs that included taking pictures of their homes, what they did for fun and provide us with what they asked for for Christmas, etc.) to bring them to life.

Most notably, when we offered to buy a round for their friends as a token of appreciation for their efforts, their nostalgic love of the brand was thrown out and they ordered a different brand because they were 'embarrassed.' The key to the success of this campaign was not only understanding their core beliefs that could live under a badge of this brand (their disdain of the sensitive 90's guys was clear - MHL could then become the 'symbol of a real man'), but that they need validation from others. Everyone had to see it.

The campaign resulted in a 6 percent share in the first quarter after running the ads and the brand continues to thrive.