

Rewriting the rules of... lounging



Bruce Reinders, premium brands marketing manager at SAB Limited, says that the creation of brand icons such as the Miller Genuine Draft (MGD) Big Yellow Couch allows not only for greater brand visibility through applying imaginative iconic symbolism, but propagates awareness of positioning and brand values. "The Big Yellow Couch is a physical manifestation of the MGD mantra - rewriting the rules." The highly visible couch travels complete with its own red carpet, lighting rig and MGD in a branded fridge.

For more, visit: <https://www.bizcommunity.com>