



*Michelob*  
**ULTRA**  
ORGANIC SELTZER

## **SUBMISSION: ONLINE PROMOTION**

ANY SCREEN-BASED MATERIALS USED THE  
FURTHER THE SALES OF A PRODUCT OR SERVICE

SR ART DIRECTOR: KRYSTAL CORBO

CREATIVE DIRECTOR: CANDIE VELASCO

VP GROUP CREATIVE DIRECTOR: ANDRES ZUNIGA

ACCOUNT: JON RICHMAN + JESS ZUCCAL

# OBJECTIVE

Drive trial of MUOS by engaging Kroger shoppers in a gamified sweepstakes that highlights the unique fruit flavors of seltzer and drives the shopper to an offer in states where legal.



MICROSITE  
CREATIVE



# SUMMER OF SELTZER

## MICROSITE GUIDELINES

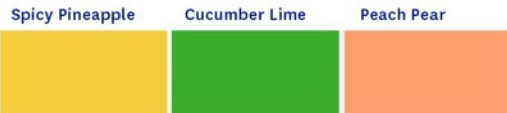


### COLORS



RGB 68, 71, 75  
HEX 44474b

RGB 0, 20, 137  
HEX 001489



Spicy Pineapple  
RGB 245, 206, 62  
HEX F5CE3E

Cucumber Lime  
RGB 61, 174, 43  
HEX 3DAE2B

Peach Pear  
RGB 255, 157, 108  
HEX FF9D6C



Citrus  
RGB 225, 164, 0  
HEX FFA400

Mixed Berry  
RGB 157, 29, 100  
HEX 9D1D64

Mango Apricot  
RGB 255, 107, 0  
HEX FF6800

### HOVER/ACTIVE LINK STATES



FFFFFF

FFFFFF

001484

Text Link  
44474B

Text Link Hover  
001484



### TAB STATES



HOVER

NEUTRAL

ACTIVE

### FONTS

NAVIGATION/HEADLINES/BUTTONS

**NATIONAL BOLD**

001484

BODY COPY

National Regular

44474B

WEB FONT ALTERNATE

NAVIGATION/HEADLINES/BUTTONS

**OPEN SANS BOLD**

001484

BODY COPY

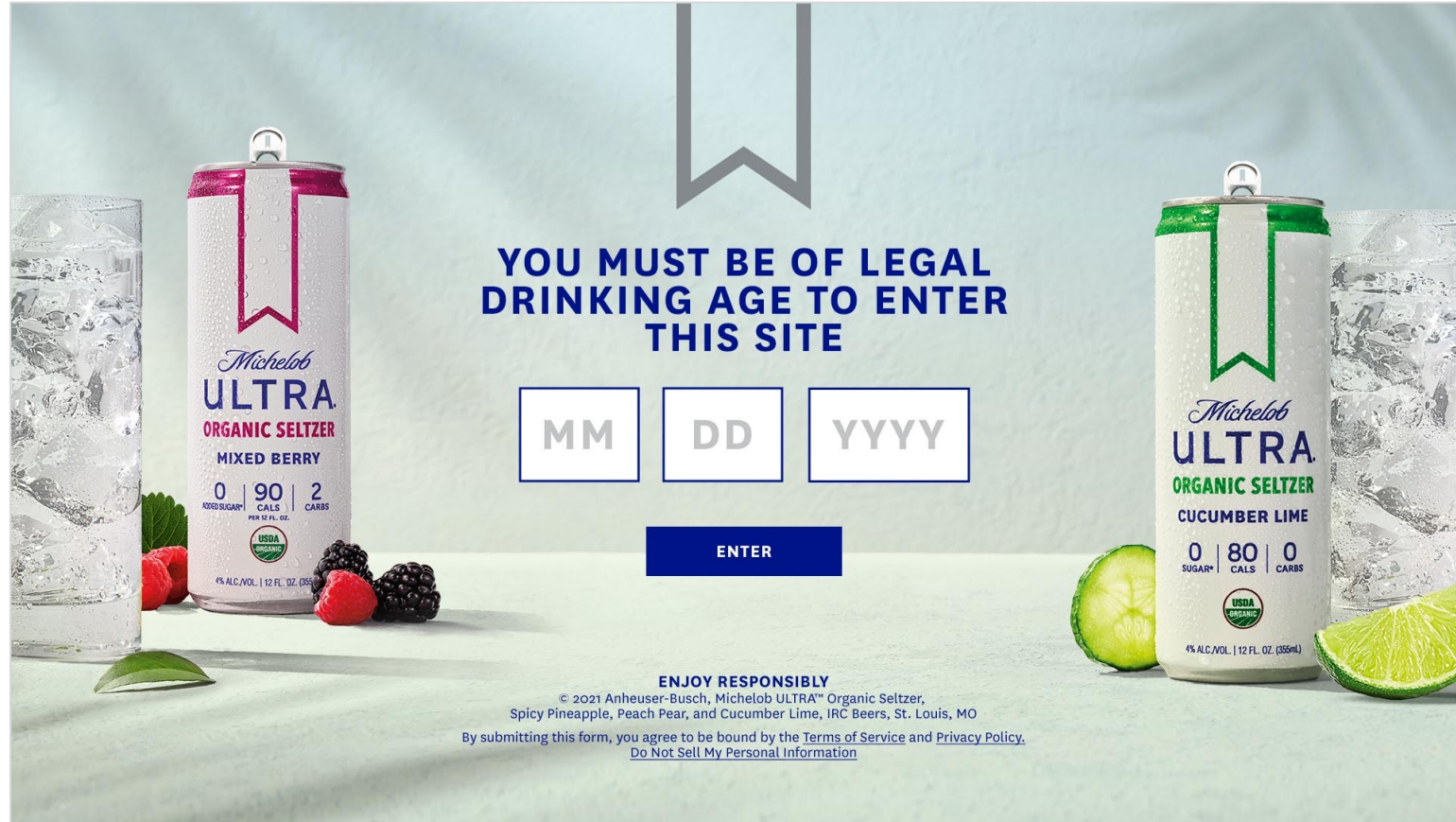
Open Sans Regular

44474B

Michelob **ULTRA**



**ORGANIC SELTZER**



**YOU MUST BE OF LEGAL DRINKING AGE TO ENTER THIS SITE**

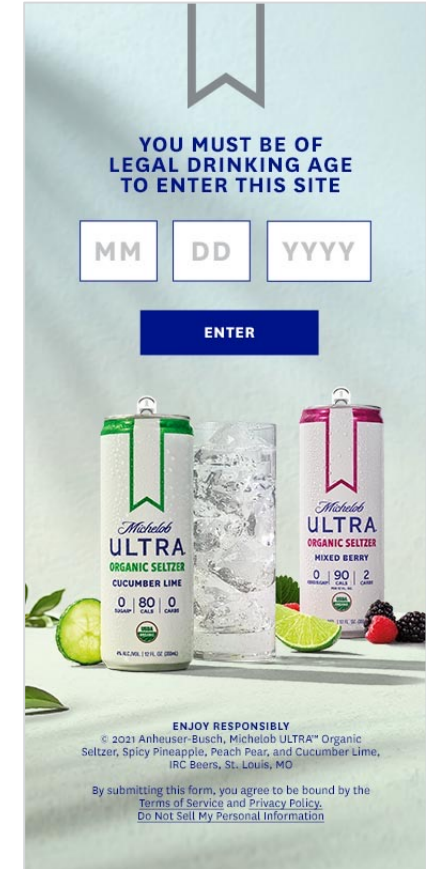
MM DD YYYY

**ENTER**

**ENJOY RESPONSIBLY**  
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Michelob ULTRA ORGANIC SELTZER MIXED BERRY  
0 SUGAR\* | 90 CALS | 2 CARBS  
4% ALC./VOL. | 12 FL. OZ. (355mL)

Michelob ULTRA ORGANIC SELTZER CUCUMBER LIME  
0 SUGAR\* | 80 CALS | 0 CARBS  
4% ALC./VOL. | 12 FL. OZ. (355mL)



**YOU MUST BE OF LEGAL DRINKING AGE TO ENTER THIS SITE**

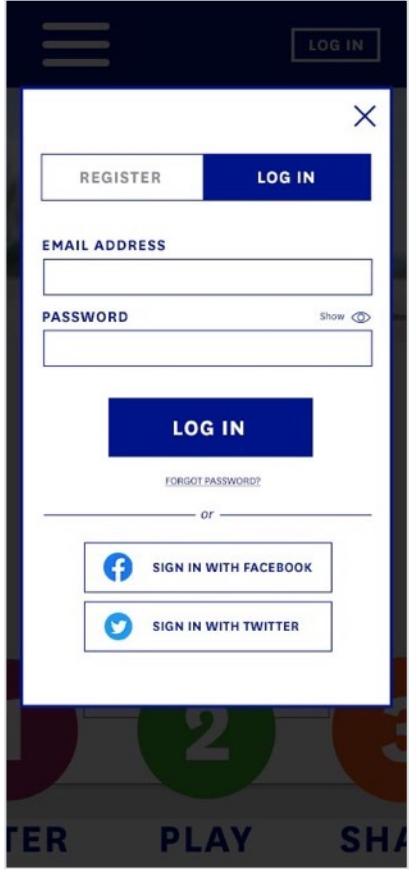
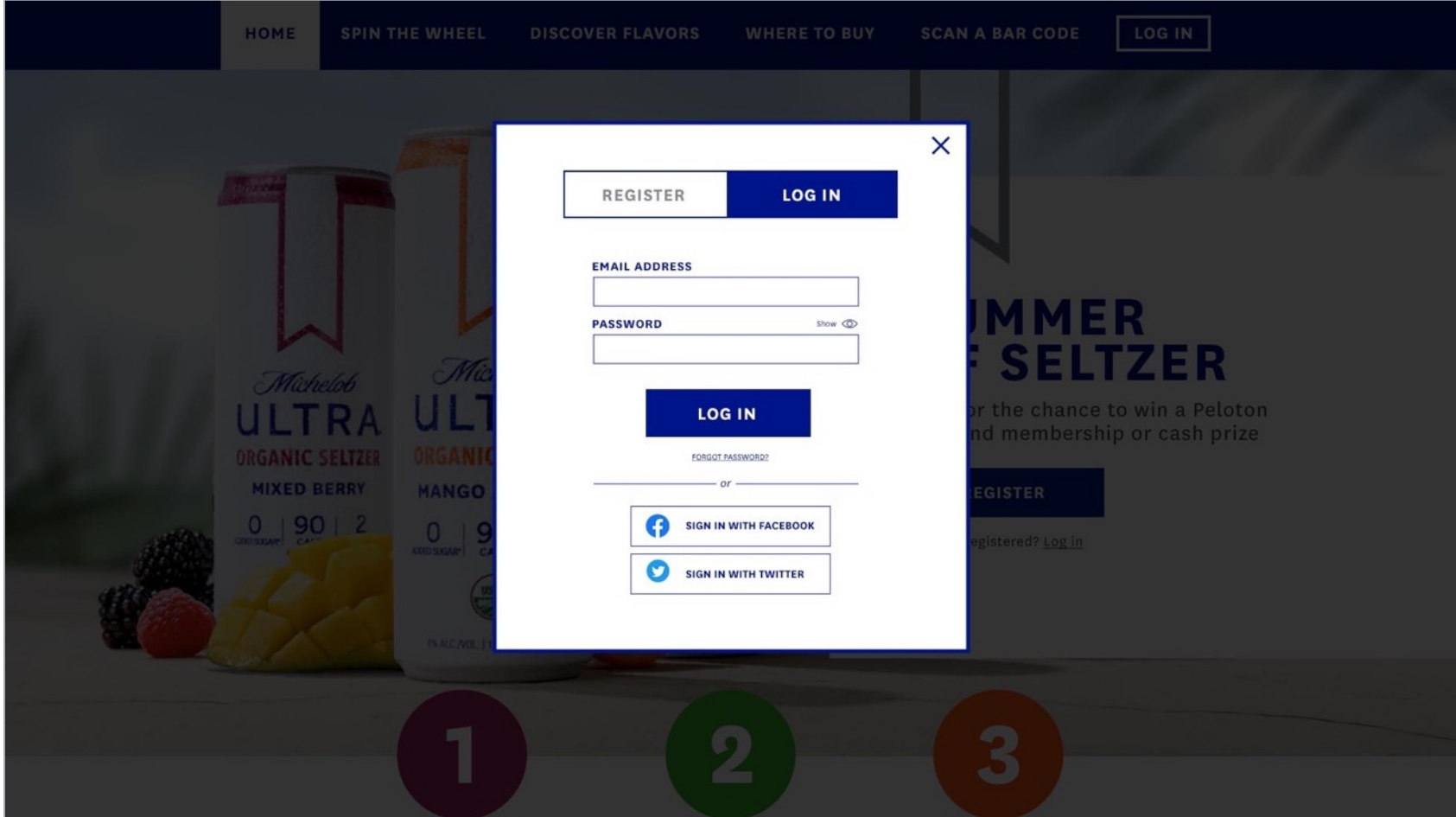
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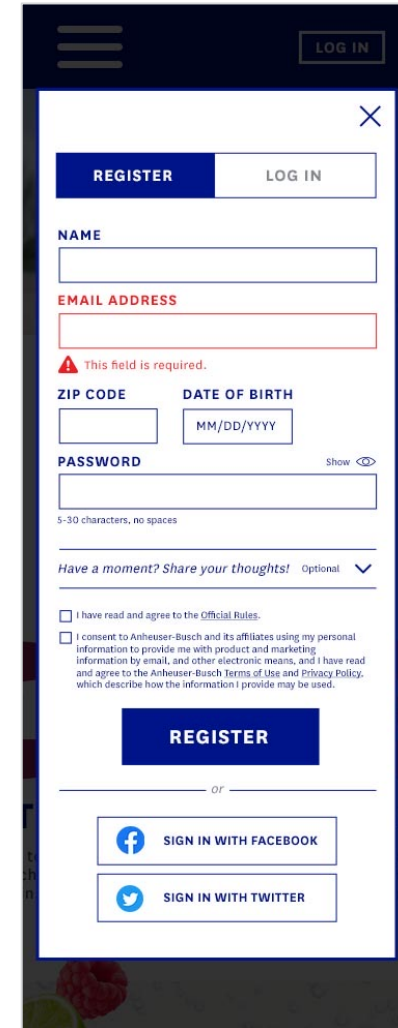
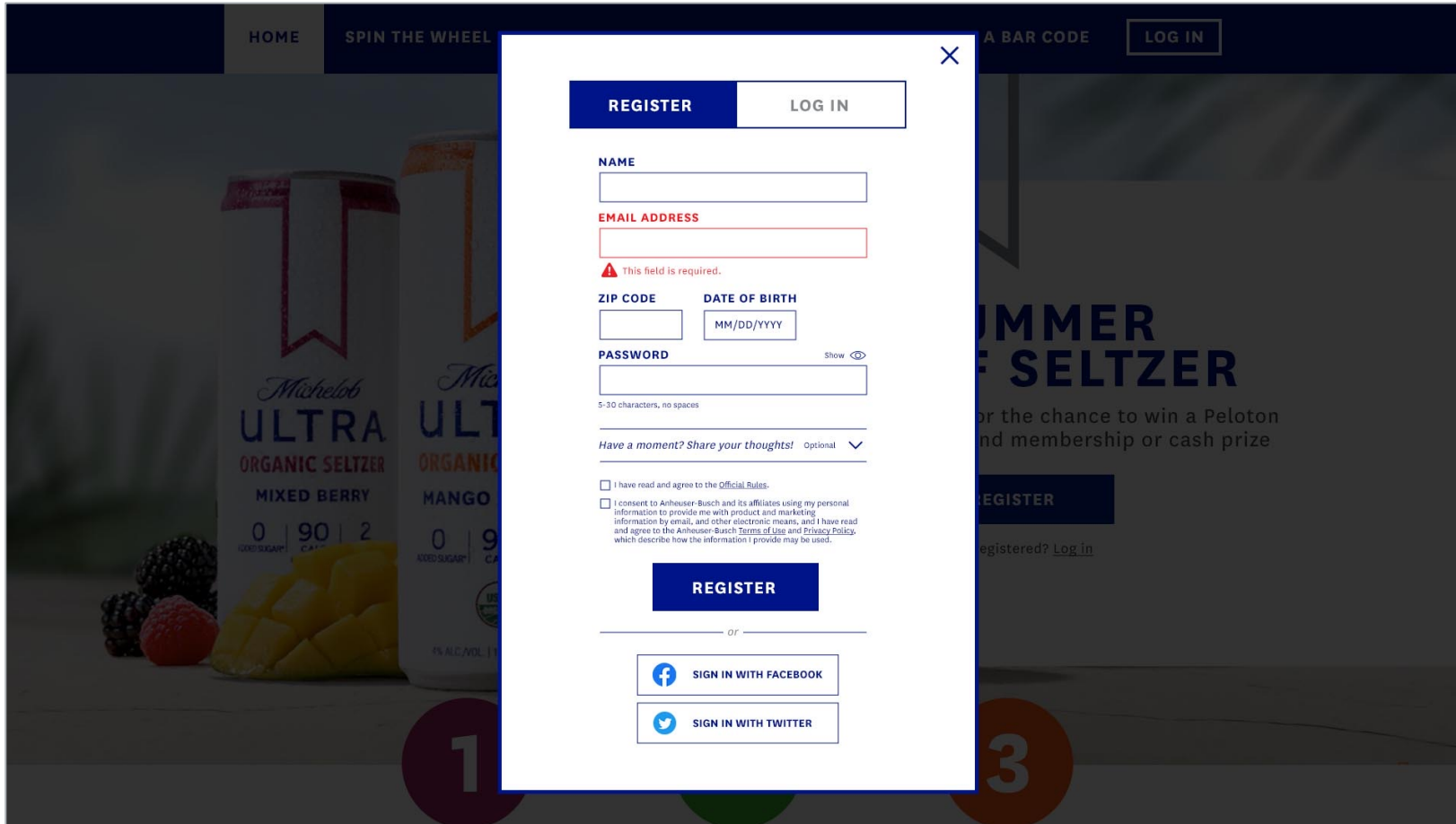
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Michelob ULTRA ORGANIC SELTZER CUCUMBER LIME  
0 SUGAR\* | 80 CALS | 0 CARBS  
4% ALC./VOL. | 12 FL. OZ. (355mL)

Michelob ULTRA ORGANIC SELTZER MIXED BERRY  
0 SUGAR\* | 90 CALS | 2 CARBS  
4% ALC./VOL. | 12 FL. OZ. (355mL)



# Register







ROLLOVER FEATURE  
Reveals SKU Details

<p><b>SPICE ME UP</b> SPICY PINEAPPLE</p> <p>4% ALC/VOL   0 SUGAR   80 CALS   0 CARBS</p>	<p><b>COOL AS A CUCUMBER</b> CUCUMBER LIME</p> <p>4% ALC/VOL   0 SUGAR   80 CALS   0 CARBS</p>	<p><b>FEELIN' PEACHY</b> PEACH PEAR</p> <p>4% ALC/VOL   0 SUGAR   80 CALS   0 CARBS</p>
<p><b>THE MAIN SQUEEZE</b> CITRUS</p> <p>4% ALC/VOL   0 ADDED SUGAR   90 CALS   2 CARBS</p>	<p><b>BERRY COOL</b> MIXED BERRY</p> <p>4% ALC/VOL   0 ADDED SUGAR   90 CALS   2 CARBS</p>	<p><b>LET'S MAN-GO PARTY</b> MANGO APRICOT</p> <p>4% ALC/VOL   0 ADDED SUGAR   90 CALS   2 CARBS</p>

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## REFRESHINGLY REAL ORGANIC SELTZER

Michelob ULTRA Organic Seltzer is USDA-Organic certified, delivering a clean and pure liquid that is as real as it tastes! Made from the finest ingredients with unexpectedly refreshing flavors that are perfect for any summer occasion.

**FEELIN' PEACHY**  
PEACH PEAR

4% ALC/VOL | 0 SUGAR | 80 CALS | 0 CARBS

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TAP A TILE TO LEARN MORE

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## SELTZER FLAVOR SPINNER

Play to find your flavor match and for the chance to win a daily prize.

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# Spin The Wheel Winner

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## SELTZER FLAVOR SPINNER

Play to find your matching flavor. Win a \$25 prepaid gift card daily prize.

MIXED BERRY

**YOU'VE WON A \$25 PREPAID GIFT CARD**  
It's time to get your summer of seltzer on.

**CLAIM PRIZE**

\*Required to click button to claim prize.

Michelob ULTRA ORGANIC SELTZER MIXED BERRY  
0 CARBS | 90 CALS | 2 CARBS

MANGO

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# Spin The Wheel

Already Played

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## YOU'VE WON A \$25 PREPAID GIFT CARD

Celebrate with an ice cold seltzer.

FILL OUT THE FORM TO RECEIVE YOUR PRIZE

NAME  
Pre-populated from Registration

EMAIL ADDRESS  
Pre-populated from Registration

ZIP CODE DATE OF BIRTH  
Pre-populated Pre-populated

ADDRESS

ADDRESS 2 Optional

CITY STATE

SUBMIT

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Pre-pop Pre-pop

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## THANK YOU!


You should receive an email shortly for more information.

## WANT ANOTHER CHANCE TO WIN?


Share our Seltzer Flavor Spinner with your friends.  
Recipient must be 21+ to play.

## TRY SOMETHING REFRESHINGLY REAL



[GET OFFER](#) [BUY NOW](#)



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## BETTER LUCK NEXT TIME


Come back tomorrow and try again. In the meantime, get your summer of seltzer on.

### WANT ANOTHER CHANCE TO WIN?


Share our Seltzer Flavor Spinner with your friends. Recipient must be 21+ to play.

### TRY SOMETHING REFRESHINGLY REAL



[GET OFFER](#) [BUY NOW](#)



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### TRY SOMETHING REFRESHINGLY REAL



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## FIND MICHELOB ULTRA ORGANIC SELTZER

Product: Michelob Ultra Organic Seltzer Mango Apricot, Mixed Berry and Citrus Variety Pack

ULTRA Organic Seltzer is fresh to market - which means our product locator may need a few days to be fully up and running. Trust us, the real deal is worth the wait!

BUY ONLINE FIND NEARBY Chicago, IL

Instacart CLICK TO SHOP

MARIANOS CLICK TO SHOP


HyVee CLICK TO SHOP

Walmart Grocery CLICK TO SHOP

Map showing locations near Chicago, IL:

- MARIANOS 333 E Benton Pl (off Upper Randolph) Chicago, IL 60601 312-228-1349 0.8 mi Call for stock Open Today 6:00am - 10:00pm
- MARIANOS 40 S Halsted St Chicago, IL 60661 312-243-7657 1.0 mi Call for stock Open Today 6:00am - 10:00pm
- MARIANOS 1615 S Clark St Chicago, IL 60616 312-275-4566 1.3 mi Call for stock

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## FIND MICHELOB ULTRA ORGANIC SELTZER

Product: Michelob Ultra

ULTRA Organic Seltzer is fresh to market - which means our product locator may need a few days to be fully up and running. Trust us, the real deal is worth the wait!

BUY ONLINE FIND NEARBY Chicago, IL


Instacart CLICK TO SHOP

goPuff CLICK TO SHOP

prime now CLICK TO SHOP

amazon fresh CLICK TO SHOP

MARIANOS CLICK TO SHOP



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## WANT ANOTHER CHANCE TO WIN?

Share our Seltzer Flavor Spinner with your friends for an additional entry. Recipient must be 21+ to play.


### SHARE



### SCAN A BAR CODE



CAMERA ACCESS



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## SUMMER OF SELTZER PRIZES

**GRAND PRIZE**



**MIRROR**  
Home Gym and 1-year  
Mirror membership  
**1 WINNER**

**DAILY PRIZE**



**\$25 CASH PRIZE**  
Paid through  
Venmo or Paypal  
**8 DAILY WINNERS**



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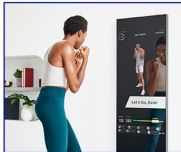
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Coming Soon

**GET READY FOR A SUMMER OF SELTZERS**  
COMING SOON

Hours Minutes Seconds  
**00:59:40**

Come back later for a chance to **WIN BIG!**

**ENJOY RESPONSIBLY**  
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0 ADDED SUGAR\* | 90 CALS PER 12 FL. OZ. | 2 CARBS  
4% ALC./VOL. | 12 FL. OZ. (355mL)  
USDA ORGANIC

**Michelob ULTRA ORGANIC SELTZER CUCUMBER LIME**  
0 SUGAR\* | 80 CALS | 0 CARBS  
4% ALC./VOL. | 12 FL. OZ. (355mL)  
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**AWKWARD...**  
Not to burst your bubble,  
but this page doesn't exist.

Error Code: 404

WHILE YOU'RE HERE, PLAY THE  
SELTZER FLAVOR SPINNER

PLAY NOW

Need some help? [Contact Us](#)

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**AWKWARD...**  
Not to burst your bubble,  
but this page doesn't exist.

Error Code: 404

WHILE YOU'RE HERE, PLAY THE  
SELTZER FLAVOR SPINNER

PLAY NOW

Need some help? [Contact Us](#)

SPIN THE WHEEL  
DISCOVER FLAVORS  
SEE OFFERS  
WHERE TO BUY  
SCAN A BAR CODE  
PRIZES  
RULES & FAQ

ABBREVIATED RULE STATEMENT HERE. No purchase necessary consecetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Click here for official rules.

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ENJOY RESPONSIBLY  
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**SUMMER OF SELTZERS**

HI [USERNAME],

Thanks for registering. You're now ready to play Summer of Seltzer.

**PLAY NOW**

USDA ORGANIC

ABBREVIATED RULE STATEMENT HERE. No purchase necessary consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Utenim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**ENJOY RESPONSIBLY**  
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A hand is shown holding a can of Michelob Ultra Organic Seltzer. The can is white with green and gold accents. The background shows several other cans of the same brand in a tray, all slightly out of focus. The overall image has a dark blue overlay with a teal triangle on the left side.

# CHEERS!

*Michelob*  
**ULTRA**  
ORGANIC SELTZER

CUCUMBER LIME

0 | 80 | 0  
SUGAR\* | CALS | CARBS

*Michelob*  
**ULTRA**  
ORGANIC SELTZER

SPICY PINEAPPLE

0 | 80 | 0  
SUGAR\* | CALS | CARBS

*Michelob*  
**ULTRA**  
ORGANIC SELTZER

CUCUMBER LIME

0 | 80 | 0  
SUGAR\* | CALS | CARBS

