

## 2007 Miller Music Tour takes off





The Miller Music Tour will stretch across both sides of the Atlantic for the first time this year – taking some 200 ticket holders from across the globe to exclusive music events in both the United States and London by private chartered jet.

The Miller Music Tour party and accompanying draw for a lucky consumer to enjoy the trip of a lifetime, took place on Saturday 3 March at Café Miam in Cape Town.

“The Miller Music Tour is a once in a lifetime experience,” says Miller Genuine Draft brand manager Sherman Mouton. “Over the years, the tour has seen guests enjoy VIP access to various concerts, festivals and some of the hottest clubs on the map, including Chicago’s Crobar, SkyBar in Los Angeles, Avalon in New York and the legendary Opium Garden in South Beach among others. The Miller Music Tour is a coveted access pass to a five night musical journey most of us only dream of; an opportunity to experience the ultimate in entertainment, the Miller way.”

The Miller Way defines the MGD positioning where rewriting the rules of the humdrum is coupled with lateral thinking to create lateral brand experiences for its consumers. “The Miller Music Tour, and the recent Miller Dollar urban golf tournament underpins this mindset,” says Mouton. “Miller Genuine Draft is an urban, vibrant brand that fits with the now generation of consumers. It’s not about defying convention or re-inventing the wheel, rather about how we can do things differently, rewriting rules.”

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