



## **GlobalHue & Miller Brewing Co.**

### **Challenge**

Get feedback from teens on a "Not A Drop" campaign.

### **Solution**

The Buzz Consultant Board (BCB), the most-skilled multi-cultural youth board within the BuzzNetwork, critiqued the overall campaign.

### **Results**

Miller Brewing Company better understood the opportunities within the youth market for an alcohol prevention campaign. Miller Brewing Company also identified celebrities and activities that were most important to youth.