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# DIGITAS

## DIGITAS MATCHES CONTENT CREATORS WITH MILLER LITE FOR THE OPPORTUNITY FOR A \$24,000 MARKETING PRODUCTION BUDGET DURING SXSW

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**CHICAGO** - For Immediate Release - Those individuals who have ever wanted to experience the thrill of pitching a marketing concept to a major brand from the sidelines will have the opportunity to witness it firsthand during SXSW next week - speed dating-style.

The world's largest digital agency, Digitas ([www.digitas.com](http://www.digitas.com)), will play brand matchmaker on Sunday, March 14, 2010 when (up to) ten savvy content creators pitch their brand film ideas live and onstage to Miller Lite.

These brave contestants will have to be on their toes and think quickly with less than six minutes to present their marketing concept for the chance to receive \$24,000, chosen by Miller Lite to make their own film for the brand. One runner up selected as the people's choice will get \$8,000.

The current list of participating marketers includes:

- Michael Doyle, award winning screenwriter and filmmaker, and Wendy Park, independent film producer
- Owen Egerton, award winning novelist, screenwriter and performer, and Chris Mass, screenwriter and filmmaker
- Greg Goodfried, Co-Founder, President and COO of EQAL; Co-Creator and Executive Producer of Lonelygirl15 and KateModern
- Kestrin Pantera, actress and musician; Producer of the RVIP Lounge at SXSW
- Kent Nichols, Co-creator, Director and Producer of Ask A Ninja
- Ben Relles, Founder and Executive Producer of Barely Political and Barely Digital

Event details:

Event: SXSW Match-Making: Pitching Content to Miller Lite

DATE: Sunday, March 14, 2010

TIME: 12:30PM - 1:30PM

LOCATION: SXSWi at the Austin Conference Center, Day Stage

Selected participants will receive budget to produce a short film commissioned on behalf of MillerCoors. MillerCoors will retain all rights to the material.

## About **Digitas**

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act; the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. is the world's fourth largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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