Corona Makes Football Its Beach

Corona and Upshot are encouraging football fans to pick up and share Corona this season, with the help of famed Coach Jon Gruden. The coach—prominently featured on retail materials—reminds football fans to game on, lime in and get into a Corona state of mind during game day. A social sweepstakes further fuels the experience. Consumers can share their game day photos on Facebook or Twitter using the hashtag #CoronaFootballSweeps for a chance to win a VIP Vegas Getaway to watch the big game.