

# Rainier Integrated Campaign

Seattle's iconic Rainier 'R' was one of the more recognizable symbols of Seattle's unique cityscape, and when we discovered that MOHAI wished to restore it and feature it as an exhibit, we approached Rainier with a unique remedy to restore the R and connect with the beverage's thriving local fan base.

We knew Rainier fans were creative, fun-loving, awesome people like us. In fact, they were us. All we had to do was inspire ourselves. So we created an interactive microsite with slightly absurd challenges that Rainier fans could do to Restore the R. Challenges like shaving an R into their hair, or taking a bath in canned food, or building a suit of armor out of Rainier boxes. With each challenge completed, one light on the old Rainier sign was turned back on, and MOHAI was just a little closer to the unveiling of a restored R at their new location.

The invitation to Restore the R was featured on half a million Rainier beer bottle caps distributed across the Pacific Northwest, and also in earned media across the region. Wexley also created and produced an online video that featured subtle visual symbols of the 'R' from across the Northwest. This mind-blowingly cool video ended on a call to action to Restore The R and was spread among fans on Facebook, YouTube and other social media. It garnered enough attention that the video ran as a :60 TV spot as well.





*Rainier*

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GIVE YOUR FRIENDS AND FAMILY  
THEIR DAILY DOSE OF VITAMIN R!



100%

WHEN WERE YOU BORN?

MM / DD / YYYY

RESTORE THE R!



ABOUT CHALLENGES



THE  
*Rainier R*  
&  
*Mohai*  
STORY

Restore the R  
RULES

**HOW TO PLAY**  
There are a few easy steps you must complete on your road to eternal glory. First, pick a challenge from the big, red R. Next, grab a sibling, friend or that good-for-nothing uncle of yours and get them to film you as you complete said challenge. Then all you have to do is upload your footage to the site and brag to all of your friends on Facebook and Twitter.

Only certain challenges will be available at first. The next round will be unlocked once all of the initial challenges are completed, so either double down and take two for the team, or get one of your impressive friends to share the load. You're all in this together.

**UPLOADING**  
Once you have your genuine proof of completion, all you have to do is upload the video to YouTube and


REPLAY VIDEO

SHARE VIDEO

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**MOHAI** + **RAINIER.COM**

#005 BUILD A LUXURIOUS CAT BED OUT OF A RAINIER BOX



Uploaded on 07/31 from Tigard, OR by  
Jamie Walker

**PARTICIPANT  
INFORMATION**

Luxurious  
Rainier Cat  
Bed

ADD YOUR  
CHALLENGE  
HERE!

