

Miller Lite and J Balvin Help Marginalized Small Businesses With a Limited-Edition Can

Combining scarcity sales, local culture, and the pop-art visual aesthetic of J Balvin, Miller Brewing Company has released limited edition cans of its Miller Lite beer with the Prince of Reggaeton's playful neon lightning motif. Similar to last year's McDonald's collab, the exclamatory "¡ES JOSE TIME!" campaign is steeped in J Balvin's signature colors while offering up some in-person pop-ups, sweepstakes and a donation by the brewing company to a good cause.

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