

DIAGEO

HOW DIAGEO PARTNERS TO DRIVE RESULTS THROUGH DIGITAL MEDIA

Jerry Daykin, Head of Digital Media Partnerships

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SMIRNOF
VODKA
GUINNESS
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OREO



A MAJOR DIGITAL TRANSFORMATION

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IN LINE WITH OUR VALUES & BEST PRACTICE

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PROUD OF OUR QUALITY SUPPLY CHAIN


A TESTING TIME FOR DIGITAL
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TACKLING CHALLENGES HEAD ON


BEING DELIBERATE IN OUR MEDIA CHOICES



LAYING DOWN STRONG FOUNDATIONS

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PARTNERSHIPS
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OPEN
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LABELS
ARE FOR
BOTTLES
NOT PEOPLE
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LABELS
ARE FOR
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ONLY 17% OF
DANCE MUSIC BOOKINGS ARE WOMEN

SMIRNOFF
EQUALIZING
MUSIC

HELP MAKE CHANGE NOW

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DO YOU LISTEN TO WOMEN?





2.7 Million New Opportunities For Women To Be Heard

630 Million Impressions, 28% Increase in Brand Relevance,
33% Increase in Purchase Intent

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GUINNESS RUGBY
MADE OF MORE

TWITTER PARTNERSHIP

GUINNESS

+

+

WILL GREENWOOD

+

ESTD 1831
YOUNG'S



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The
GUINNESS
GREENWOOD
Series

Guinness GB @Guinn... · 31/01/2018

#GuinnessGreenwoodSeries : @WillGreenwood shares his thoughts on the home nations & where he thinks the @SixNationsRugby will be won and lost this year and who his gut is telling him will be the overall winner come March 17th. #NatWest6Nations drinkaware.co.uk



13 27 167

Guinness GB @Guin... · 15/03/2018

.@EnglandRugby make 7 changes to their team to face Ireland at Twickenham. Here are @WillGreenwood thoughts on Eddie Jones' changes #ENGvIRE #GuinnessGreenwoodSeries drinkaware.co.uk



41 78 382

Will Greenwood @WillGreenwood — Follow

Wales, so close! @JamieHuwRoberts #ENGvWAL #GuinnessGreenwoodSeries drinkaware.co.uk



Video
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6:21 PM - 10 Feb 2018

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Guinness GB @GuinnessGB · Feb 10

TRY? Yes or No? #ENGvWAL @WillGreenwood @Jamiehuwroberts #GuinnessGreenwoodSeries drinkaware.co.uk



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Yellow Card?
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Irish eyes are smiling at half time at fortress Twickenham. #GuinnessGreenwoodSeries #ENGvIRE drinkaware.co.uk



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ENGLAND TRY! Now we've got a game on our hands. #GuinnessGreenwoodSeries #ENGvIRE drinkaware.co.uk



England 1st Try
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3:30 PM - 17 Mar 2018

1 Retweet 27 Likes


SIZE OF THE MARKET
AFRICA ACCOUNTS FOR 44%
OF GUINNESS VOLUME.


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GUINNESS
AFRICA SPECIAL
STOUT
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Cheers.