

RADIO case study

Background

- To make the heritage of Scotch more accessible, Diageo wanted to create an Alexa skill that can be downloaded on to Alexa-enabled devices.
- Talisker is a brand with an extremely rich heritage, produced by the sea on the Isle of Skye. Diageo wanted to bring elements of this location and the fantastic tasting tours at the Talisker Distillery into people's homes .

Objectives

- Increase customer advocacy through knowledge of Diageo's premium whisky brand and point of sale differentiation.
- Provide a voice enhanced brand experience by putting the consumer, product and brand at the center of a tasting, in a completely seamless and non-intrusive way.

Solution

- Say it Now partnered with Diageo to create a soundscape and immersive branded tasting experience across 6 territories and available in Spanish on Google Assistant and Alexa devices.
- Customers say "Alexa, open TaliskerTasting" to gain a deeper understanding of the complex character of the Malt Whisky and are transported to the shores of the Isle of Skye and the dulcet Scottish tones of a master distiller who then guides the customer through a tasting experience for one of 3 whiskies
- Each element of information is easily digestible and gives the customer extra working knowledge of the brand's standing, therefore providing social currency to share with their peers.
- In exchange for tasting the Talisker, consumers were offered a coupon to try the Talisker Skye in a bar, which is sent to the consumers smartphone.

sayitn^ow



Results

- Featured as one of Diageo's 6 innovations in 2021's 'Taste of the Future'
- The average brand dwell time spent was 7.5 mins, creating long lasting brand evangelists.
- 60% of time is spent in the experience vs brand information.
- Talisker 10 Year Old was the most requested at 40% vs 34% for Sky and 72% for Storm
- 7-8pm was the most popular time to use the Alexa skill.