

Skill Launch: July 2019
Case Study: April 2020



DIAGEO

Talisker Tasting Experience

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DIAGEO | sayitn^ow

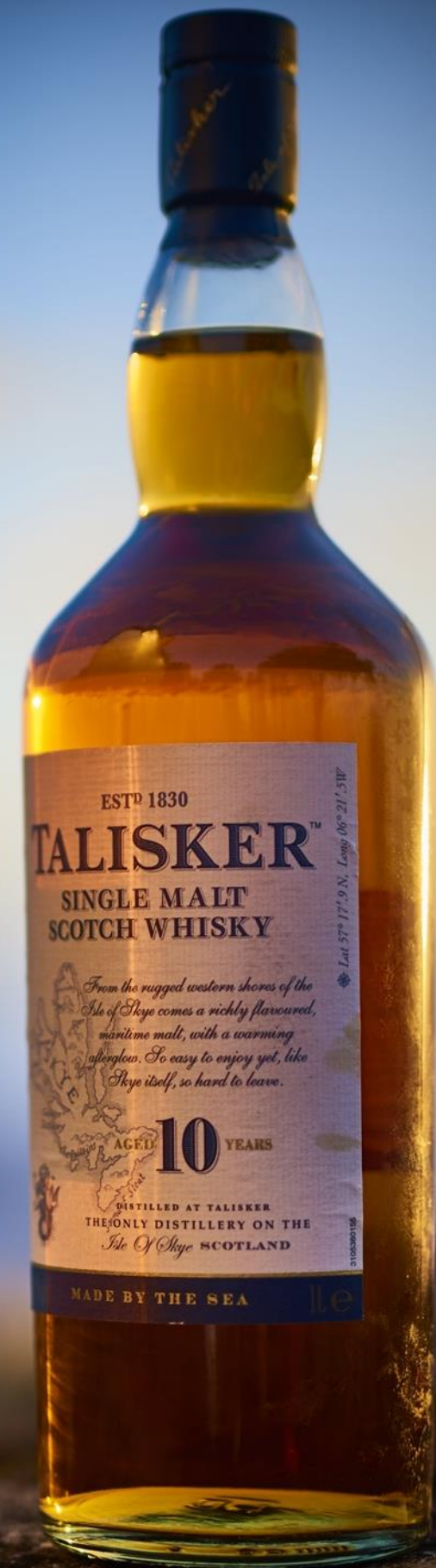
Case Study – DIAGEO - Talisker

Problem

Diageo wanted to find a way to grow customer advocacy through knowledge of their premium whisky brand Talisker as well as differentiation at the point of sale.

Opportunity

There was an opportunity to communicate extra value at the point of sale through an on-pack sticker explaining that customers can get access to a guided tasting experience by asking Alexa to “Open Talisker Tasting” which then takes the user on a guided tasting experience, furnishing customers with information about the brand they can pass forward.



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Solution

To deepen the appreciation of the complex character of this Malt Whisky, customers simply say “Alexa, Open TaliskerTasting”. They 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 whiskys.

Diageo created a section that explains the history of the brand, how it is made or how to drink it. Each element of information is easily digestible and gives the customer extra working knowledge of the brand's standing, which gives them social currency to share with their peers.

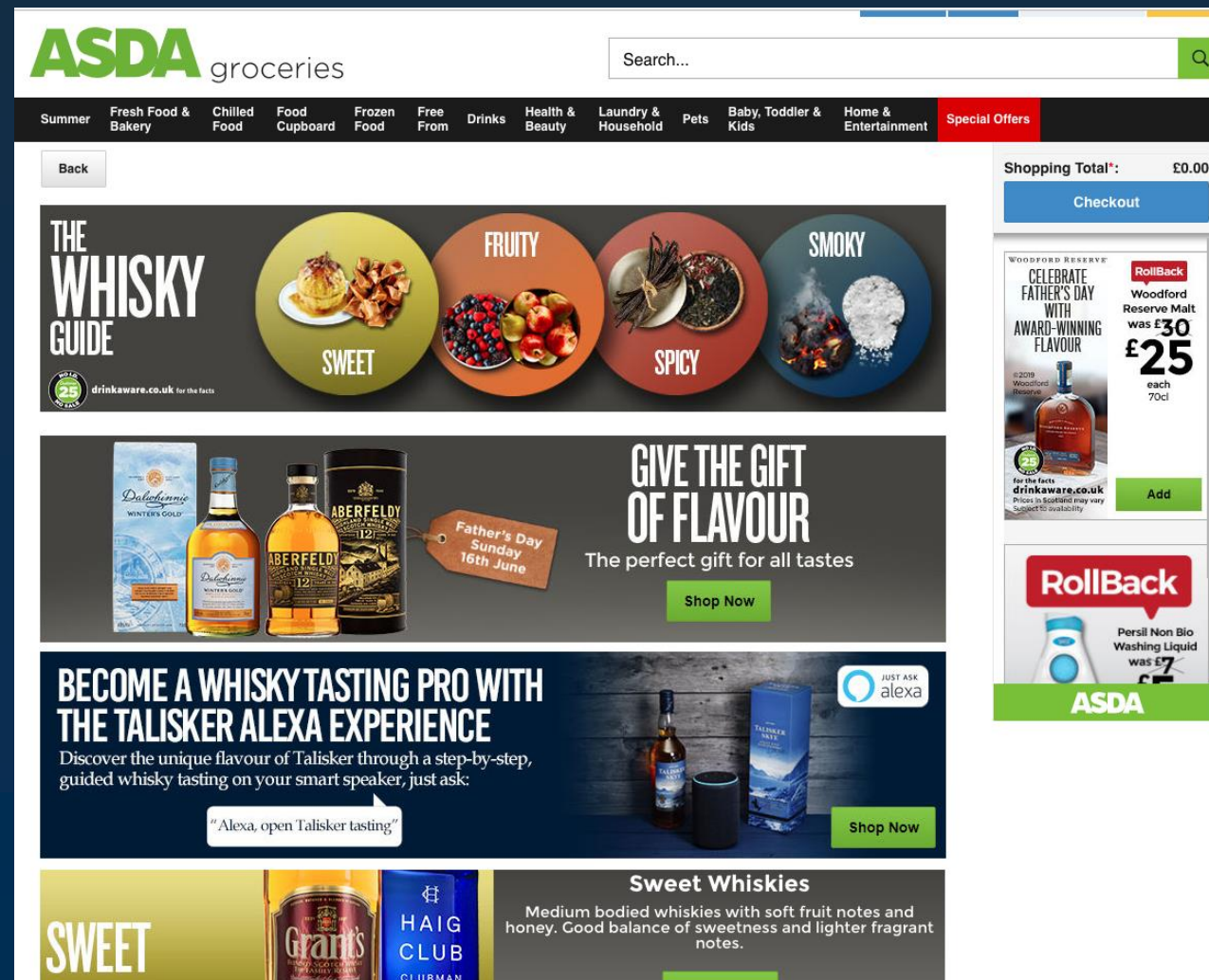
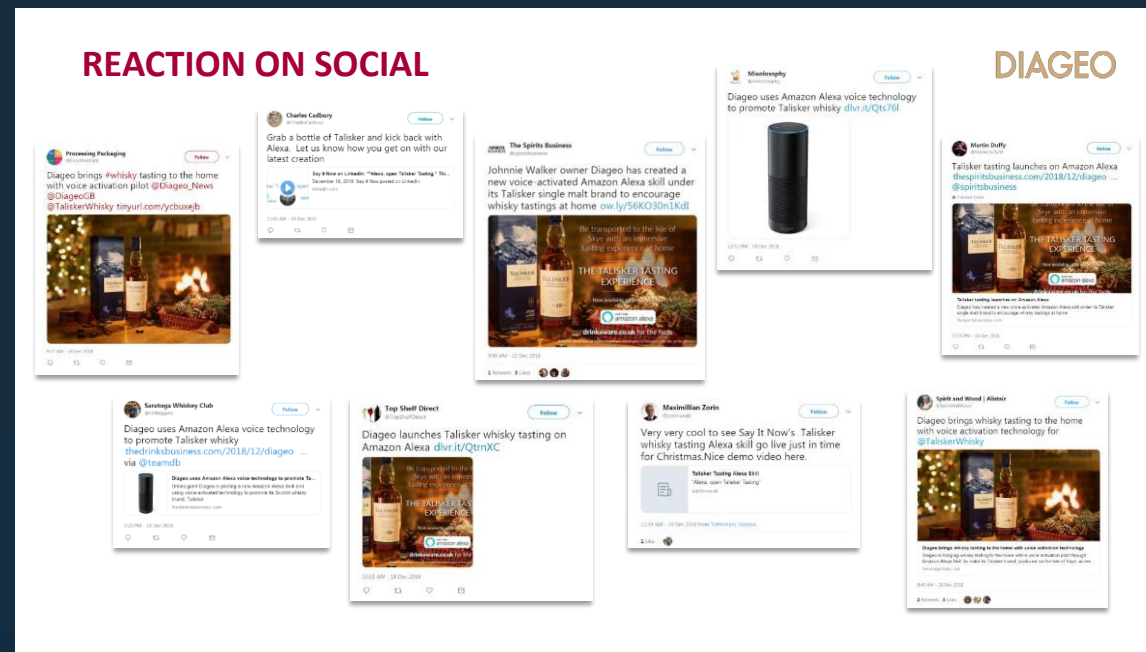
As SayItNow improves the experience they have been able to increase the time customers are spending with the skill and learn what sections, questions and whiskys are more popular with our customers.



Go-To-Market

Go-To-Market Approach

The skill was promoted directly on pack, using partnerships with supermarkets across owned digital channels and in store, with social display advertising and at least 2 waves of PR activation.



Case Study Video



Trouble viewing the video? Paste this link into your browser.

<https://youtu.be/wuifEFijXjc>

Results

7.5 mins

Average time spent in the experience

Source: *DIAGEO*

60%

Time spent in experience vs brand information

Source: *DIAGEO*

10YO

Talisker 10 Year Old was the most requested at 40% vs 34% for Sky and 27% for Storm

Source: *DIAGEO*

7-8pm

Most popular time to use the skill

Source: *DIAGEO*

Diageo's Learnings

1

Recording a **custom voice** supported an authentic brand experience.

2

Social channels worked the best for activating the skill

3

Insights gained from initial release allowed SayItNow to double down on the parts of the experience that showed greatest interest