

# Leveraging the Diageo brand portfolio to reach light buyers



Penetrate



Consistent messaging



Physical availability



Mental availability

More than 600 million units of alcohol are consumed during December in GB, and the overall Christmas spirits category is growing (+£77m in 2013)\*, driven mainly by eCommerce.

It's also a time when consumers want to be the perfect host. To capitalise on the opportunity, Diageo delivered a seasonal multi-brand eCRM campaign with compelling content to drive awareness and traffic to digital channels.

## What we did...

Diageo brands were promoted in two ways: inspiring seasonal serve suggestions from [thebar.com](http://thebar.com); and unique gift ideas through Alexander & James.

## How it went

- **1.2 million consumers** targeted
- **211,808 consumers** responded - an impressive **18.2% open rate**
- **6,249 unique clicks to thebar.com** for inspirational serve ideas
- **2,105 unique clicks to A&J** single click-to-purchase
- **£0.01 per targeted recipient** and **£0.05 per engaged consumer**

## Are you looking for innovative ways to reach light-buyers?

Make the connection between mental and physical availability in a single click and easily recruit consumers with existing memory structures of Diageo brands. Find out how by emailing: [diageodatanova@havashelia.com](mailto:diageodatanova@havashelia.com).

\*Source: 2014 IMRG Capgemini e-retail index