



Customer Story: Diageo

Enabling a global beverage enterprise to take a new, direct-to-consumer offering to market in a matter of weeks.



Introduction

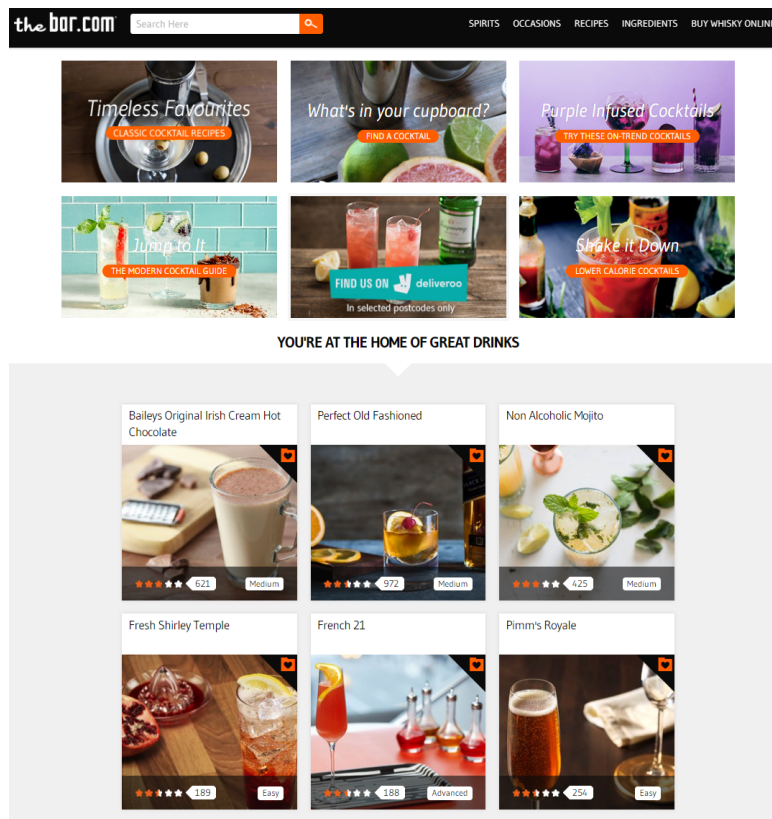
Diageo, one of the world's largest producers of spirits and beers, partnered with AMIGO to deliver a brand new direct-to-consumer offering – a strategic priority whose importance was heightened by the global pandemic.

By approaching this challenge in a different way, Diageo and AMIGO were able to deliver, in just 12 weeks, something that would have taken far longer without AMIGO's proprietary methodology and technology.

thebar.com Re-imagined

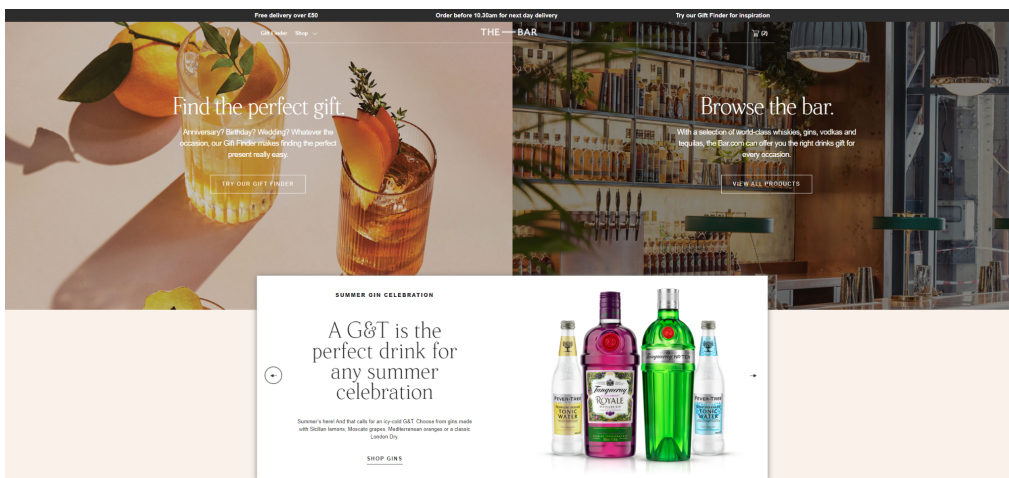
Diageo wanted to offer their range directly to consumers. In some markets, where counterfeiting is rife, this was driven by the need to provide consumers with a trustworthy place to buy alcohol. In others, it was driven by the opportunity to open a new channel to market. To provide a compelling offering, Diageo needed to find a new space in the highly competitive and crowded beverage market. Their research suggested that an offering centred around buying gifts online would provide this differentiation. The challenge was to test this theory with real customers, by offering a complete e-commerce solution, with best in class order fulfilment to deliver on the promise to customers.

Diageo already owned thebar.com but the site had been built as a brochure listing cocktail recipes, with no ability to purchase products.

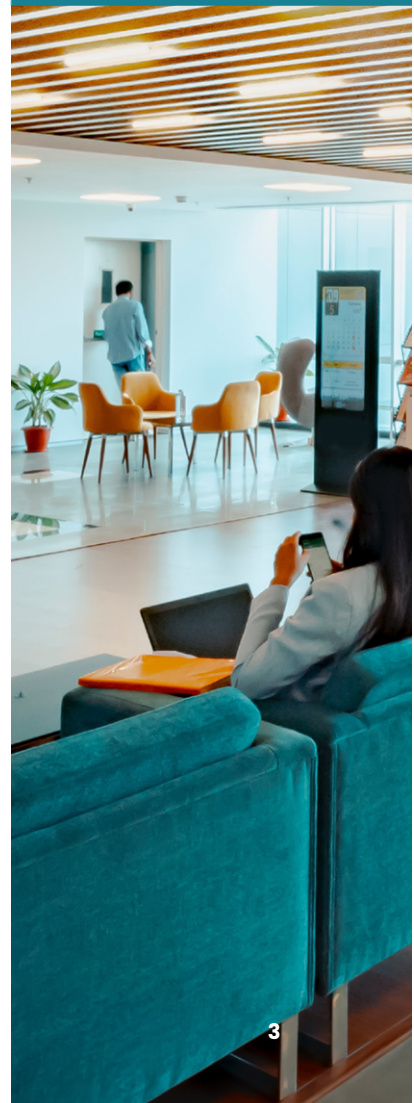




AMIGO worked with Diageo and their design agencies to deliver a fully-functioning e-commerce website, leveraging pre-existing back end systems and operational capabilities, alongside new infrastructure built by AMIGO. The end result was the first iteration of a brand new thebar.com designed around a gifting experience that included personalised journeys based on the user's needs, preferences, and budget. Just 12 weeks after starting, the first bottles were being delivered to delighted customers across the UK. The web design and build took just 5 of these 12 weeks.



Diageo - the outcome	AMIGO - the method
<p><i>Less time</i> Accelerated delivery of new e-commerce site to react to changing global conditions</p>	<p><i>Less time</i> The AMIGO methodology allows fast iterations, refining commercial goals through a series of Decide, Build and Run cycles.</p>
<p><i>Less Cost</i> Validated findings from research without committing to a lengthy and costly development programme</p>	<p><i>Less Cost</i> AMIGO technology allows commercial goals to be delivered without touching existing infrastructure. This reduces costs by removing complexity.</p>
<p><i>Less Risk</i> Rapid deployment allowed Diageo's technical resources to focus on other challenges</p>	<p><i>Less Risk</i> By iterating to the goal and removing the need for complex re-engineering, project risk is minimised.</p>



Before State

- A great domain name, but an outdated site with little meaningful customer interaction.
- Tentative findings from research but no means of validating them without committing to significant investment.
- High risk of failure or delay to a strategic imperative.

With AMIGO

- Transformative online offering using existing and new back end infrastructure.
- Clear data to test the hypotheses that emerged from research.
- No impact on Diageo's technical resources.
- An alternative, more efficient approach to transformation.