



campaign summary: guinness relationship marketing(Ireland)

Client Name: Diageo plc Ireland

Campaign Name: Guinness Relationship Marketing Programme: The Reward Campaign

Campaign Objective:

Datacapture details of Guinness 'Adorers' for inclusion in the Diageo CRM database by creating an enjoyable and engaging experience in on-trade and off-trade outlets.

Reduce the length of time between sign up and customer receiving their first mailing from The Guinness Brand Team.

Campaign Locations:

Teams of 2 Adwalkers® carried out on-trade promotions in 606 outlets and 10 off trade outlets over the course of 15 weeks in the Greater Dublin Area.

Measurement:

1 engagement every 4.6 minutes

Client Comments:

The Guinness Brand Team were extremely happy with the results generated from this campaign which took place at the end of their CRM drive for Guinness. Adwalker® overcame barriers to sign up previously encountered by Guinness Relationship Marketing in outlets in the Greater Dublin Area.

