

DIAGEO

The brief

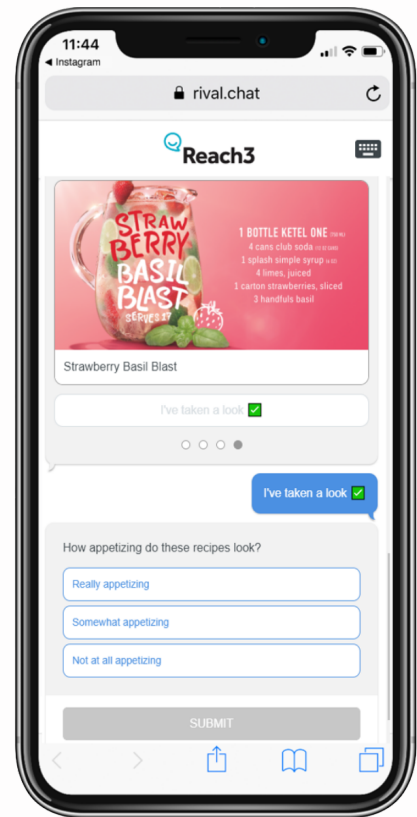
Powered by Rival's mobile-based market research platform, Reach3 partnered with Diageo, a multinational beverage alcohol company, to better understand the evolving attitudes, habits and behaviors of its consumers.

Goals & objectives

Adopt an agile research methodology to capture authentic, organic, in-the-moment feedback. Diageo is using these insights to inform key business decisions, optimize point of sale opportunities, and better understand the role that spirits can play in different engagements.

The solution

Diageo uses Rival's platform to engage their Spirits Insider Community made up of over 4,000 participants. Diageo engages its consumers in real time, on their mobile phones, in a way that feels organic, accessible, and relevant. By using chat, video, and machine learning, the platform captures robust quant and rich qual feedback fast and effectively.



Notable wins

Received hundreds of Chat completes within 24 hours

Equipped Diageo with insightful, authentic feedback in the moments that mattered most.

Gathered powerful video feedback

Revealed deeper contexts and nuances that traditional research methods could never capture.

Conducted rapid, repeatable studies at scale

Engaged a variety of key customer segments within their budget.

“Mobile-first was super important to us. Everything from launching activities via text message, to the user experience, to being able to capture videos in the moment — that added so much richness to what we could learn.”

Danica Daly

Commercial Insights Manager
Diageo

Ready to learn more? Let's chat.

Book a demo