

DIAGEO

CULTURE & ENTERTAINMENT



Cultural relevance in the CCA region



Commercial relevance *vs. cultural relevance*

According to [an IPG Media Lab survey](#), nearly 40 percent of American adults aged 18-35 think brands should be involved in pop culture matters —from trends to events— while nearly half believe that brands should not shy away from stating their position on social matters —from environmental causes to race, gender and economic inclusion. “Being involved in culture”, the survey confirms, “is nearly as important as having positive brand perceptions.”

In other words: for brands worldwide, including the CCA region, *cultural relevance is commercial relevance.*

Source: IPG Media Lab Survey



Brands should be involved in pop culture matters —from trends to events.

40%



Brands should not shy away from stating their position on social matters —from environmental causes to race, gender and economic inclusion.

20%

The *Task*

To lead culture and win hearts we need to stop interrupting what people are interested in, and be what people are interested in.



→ **BE A BRAND
PEOPLE ACTIVELY
CHOOSE TO HAVE A
CONVERSATION
WITH OR ABOUT.**



Leading culture can help us engage with *millennials* and *post millennials* who are actively looking at making a positive impact in the world we can both inspire and recruit.

Key considerations if we want *to lead the culture*

1

CULTURE IS GLOCAL
WHERE GLOBAL STRAT NEEDS
TO FIND RIGHT LOCAL
EXECUTIONS

2

CULTURE IS ALL ABOUT
DRIVING REACH LINKED TO
**ENGAGEMENT AND
TALKABILITY**

3

CULTURE PARTNERSHIPS
NEED TO BE GUIDED BY
**EXISTING GROWTH DRIVERS
AND MARKET STAGE**

4

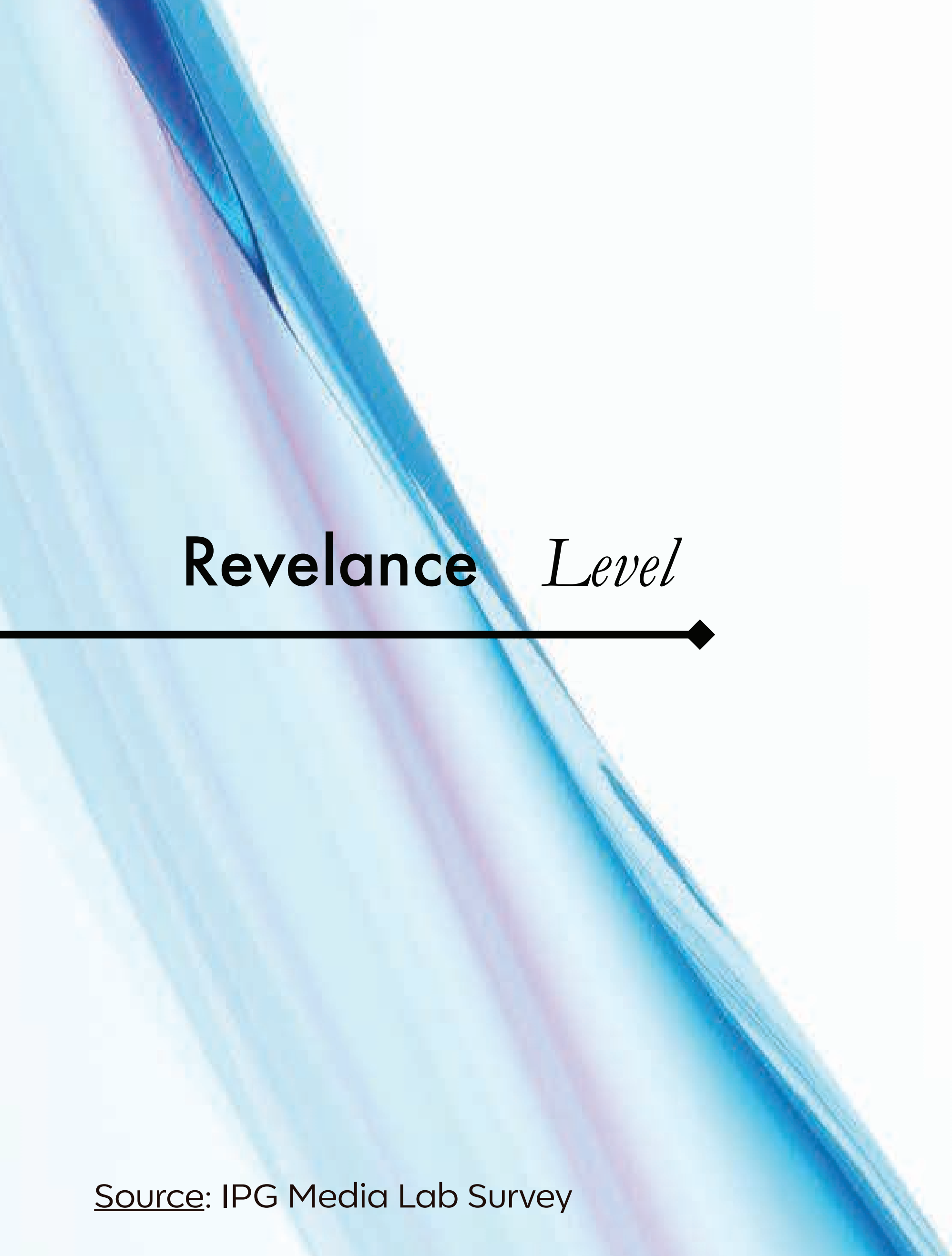
CULTURE PLANS NEED
RIGHT MEDIA FUNDING AND
IS NOT JUST A PR STORY

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TO LEAD CULTURE WE NEED TO
BE BRAVE AND DISRUPTIVE. IT
IS ABOUT **GOING BEYOND
ADVERTISING**

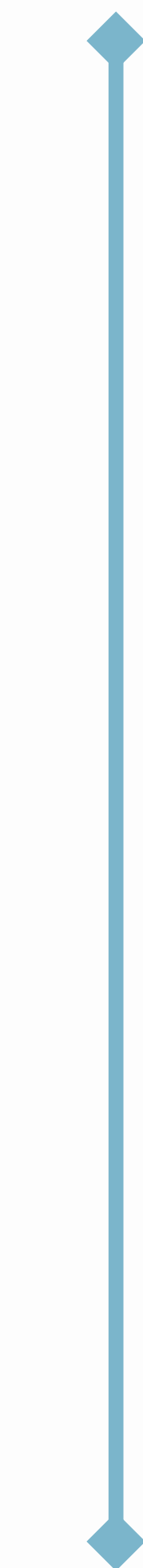
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CULTURE CAMPAIGNS NEED
TO BE PLANNED AND
EXECUTED AT SCALE



Relevance Level

High



Low

Keeping up with consumer trends



Sponsoring cultural events



Give back to their consumer communities



Support social issues



Source: IPG Media Lab Survey



Racism



Socioeconomic inequality



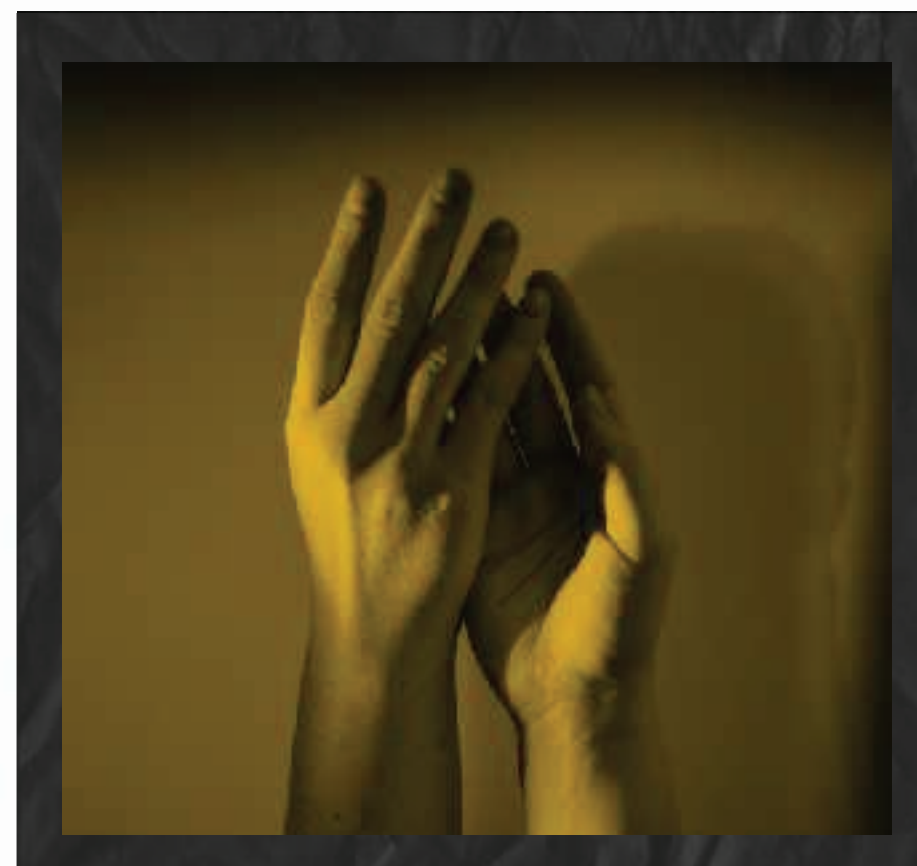
Sexism, every step of the way



Environmental concerns



A lack of economic support for the creative industries



A rocky road towards LGBTQ+ inclusion



The decreasing livability of urban spaces

On the flip side,
there are many positive topics of interest

also shared by the countries in the region, including:



A globally valued urban music scene, thanks to experimental pop



A rapidly expanding and increasingly diverse gastronomic community



A growing interest for self-discovery, manifested as tourism within the LATAM region, away from US and EU-centric destinations



A fashion wave pushing forward a regionally cohesive narrative



An ever-growing list of entrepreneurial success stories from innovative manufacturing and tech start-ups



The creative economy is based on talent and creativity. Thus there are some issues regarding the creative economy debate to address.



Latin America is witnessing a surge in e-commerce as the COVID-19 pandemic pushes up demand from both consumers and merchants.



More campaigns are constantly involving local talents that advocate body positivity in Latin America.

Who drives *trends*?

In our increasingly digital way of communication, trends are often led and disseminated by those who can hold and maintain our attention by way of their expertise in a particular area or our affinity with their lifestyle — *that is, social media influencers.*—

DIAGEO has had a series of success stories in the CCA region by working with on-contract digital ambassadors who have seamlessly integrated specific brands from the company's portfolio into their everyday lives and some special moments, which have served as outreach actions for targeted campaigns.





In other words,

In order to be part of the cultural conversation, we need to join those who hold the highest soapboxes by way of sponsored brand partnerships. Instead of creating a topic anew, it would benefit the brand to organically join a pre-existing conversation driven by these figures —that is, DIAGEO’s brands must refrain from forcing influencers to force-feed a brand topic to their followers, and instead identify people who are already discussing the cultural territories and narratives that can be aligned to each brand’s DNA.

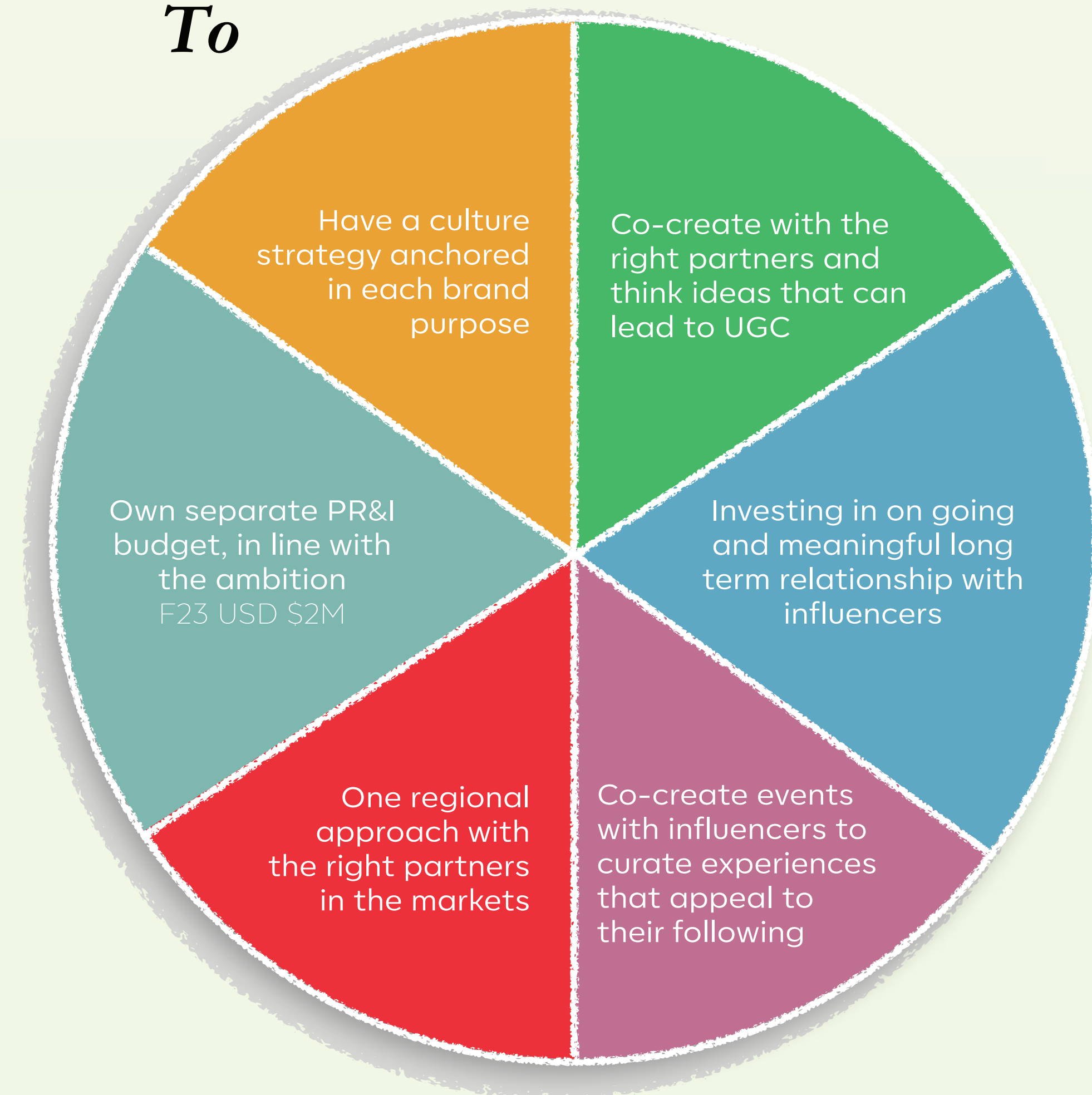
In this, each brand must think creatively and look beyond social media analytics to ascertain the effectiveness of a given figure, instead cross-comparing the person’s offline influence with the numeric data.

Our CCA *journey*

From



To



To embed our brands in culture we must:



Take as a start point the purpose and personality of the brand.



Identify a cultural territory where my brand has the right to play and win in an authentic way.



Within the cultural territory, define the cultural pressure point I want to tackle with my brand strategy.

Then we can select the right partners in terms of:



Content creators (Influencers, collaborators)



Platforms (Partners, events)

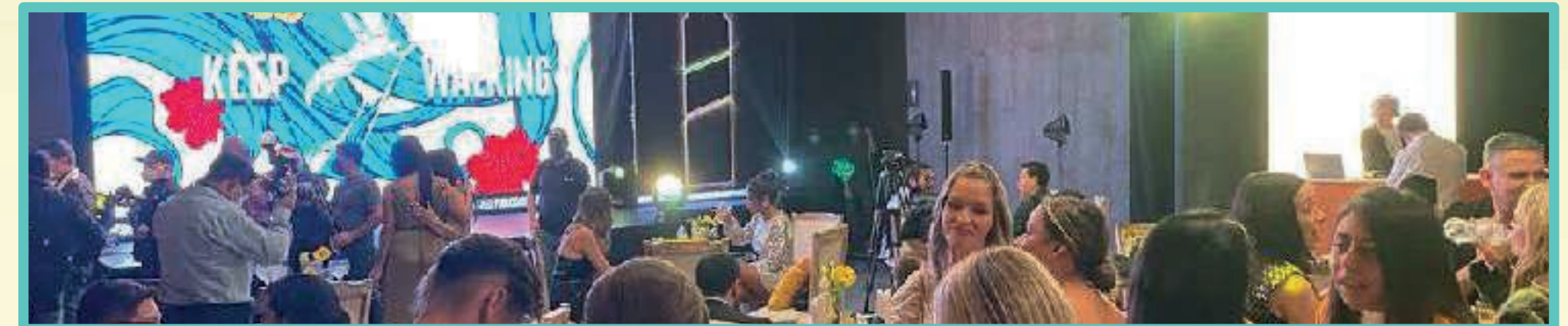
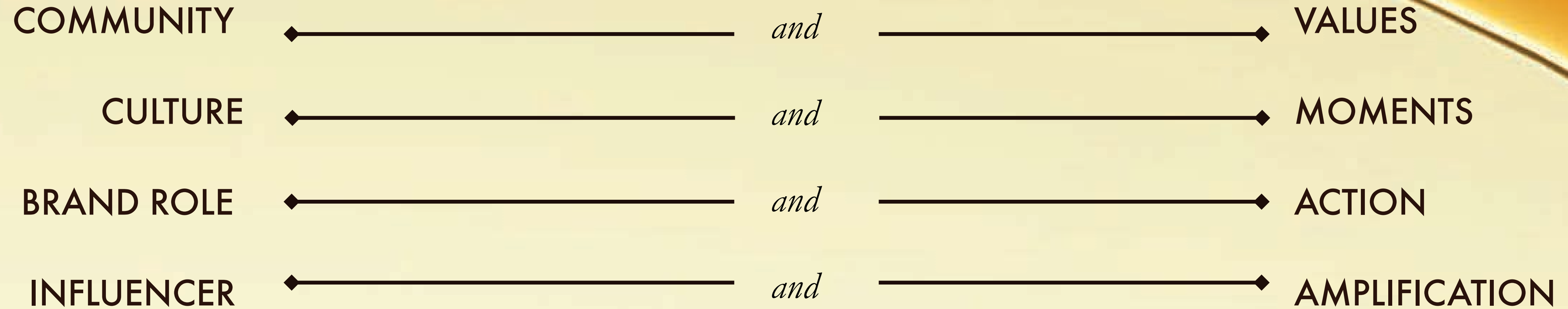


Sponsorship opportunities



Commercial translation (how we bring this to our partners and clients)

Creating *culturally impactful* programming...

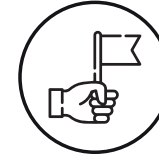


How this
looks like





BRANDS










PURPOSE



TERRITORY



ROL IN CULTURE

	<p>“Johnnie walker energizes the pursuit of a richer life for all”</p>	<p>Social Regeneration</p>	<p>GENDER EQUALITY Johnnie Walker discovers and empowers those making a walk towards gender equality.</p>	<p>LATIN AMERICAN FASHION JW discovers and supports female designers bringing glamour to celebrations through fashion</p>	<p>RARITY FOR GOOD JW brings one of a kind experiences for those that indulge in luxury and benefit organizations that promote gender equality.</p>
	<p>“Buchanan’s celebrates and embraces all that we are.”</p>	<p>Latin culture Booster</p>	<p>URBAN MUSIC Buchanan’s looks to recognize those making a mark in opening the path for new talent.</p>		
	<p>“Smirnoff subverts the ordinary”</p>	<p>Music</p>	<p>URBAN MUSIC Smirnoff strives to bring gender inclusivity to a male dominated territory.</p>		
	<p>“Don Julio shares the fruits of exceptional devotion”</p>	<p>Craftmanship</p>	<p>HIGH -END ARTISTRY Don Julio celebrates those that exalt their local pride through their craftsmanship.</p>		
	<p>“Tanqueray exists to infuse extraordinarily good taste in everyday life”</p>	<p>Mindfulness</p>	<p>SENSORIAL EXPERIENCES Tanqueray collaborates with those awakening the senses in a way beyond the obvious.</p>		
	<p>“The Singleton believes that single malts should be enjoyable for the many, not just the few”</p>	<p>Food/Epicurean</p>	<p>RELAXED COMBINATIONS Singleton invites all to discover and enjoy whisky in a new and delicious way.</p>		
	<p>“Guinness adds a dash of magic to real life”</p>	<p>Music and sports</p>	<p>LOCAL PRIDE Guinness collaborates with the people and communities buzzing with potential to play an active role showcasing the best of what they are.</p>		

How this
comes to life





BRAND PURPOSE

JOHNNIE WALKER energizes the pursuit of a richer life for all



TERRITORY

Social Regeneration



ROLE IN CULTURE

Johnnie Walker discovers and empowers those making a walk towards gender equality.



EXECUTIONAL SPACES

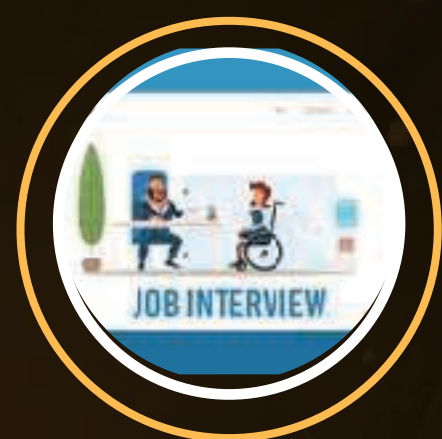
- ◆ SUPPORT SOCIAL-CAUSES INITIATIVES AND BE A PART OF THE SOLUTION.
- ◆ ADVOCATE FOR GENDER EQUALITY
- ◆ SUPPORT WOMEN OWNED BUSINESS IN THE HOSPITALITY INDUSTRY



INFLUENCER TYPE

- ◆ SUBSTANTIVE CHANGE-MAKERS, WOMEN EMPOWERMENT PERSONALITIES, TRAVEL ENTHUSIASTS.

EXAMPLES



Employment webpage for women (sponsored by JW)



JW's Jane edition in favor of women's equality



Local women owned hospitality business guide curated by JW



Free Day Care facilities sponsored by JW



BRAND PURPOSE

JOHNNIE WALKER energizes the pursuit of a richer life for all



TERRITORY

Social Regeneration



ROLE IN CULTURE

Johnnie Walker discovers and supports female designers bringing glamour to celebrations through fashion



EXECUTIONAL SPACES

- ◆ DISCOVERY AND PARTNERSHIP WITH NEW OR STABLISHED FASHION TALENT IN THE REGION
- ◆ COOL HUNTING AROUND THE CITIES FINDING NEW BRANDS FOR DIFFERENT AUDIENCES. NEW YEAR'S TRENDY PARTIES, LADS, PARTICIPATE IN LOCAL DESIGNER TRUNK SHOWS.
- ◆ ONE OF A KIND COLLABORATIONS WITH DESIGNERS INSPIRED BY THE BRAND.
- ◆ SHINE THE LIGHT TO FEMALE DESIGNERS



INFLUENCER TYPE

FASHION ICONS AND AFICIONADOS, CREATIVE ENTREPRENEURS WITH LUXURIOUS LIFESTYLES.

EXAMPLES



Designers Trunk Shows in collab with Lia Pellerano and LuncaColada



Partnership with LAF's



New Year's parties



Christmas parties



Socialite weddings



BRAND PURPOSE

JOHNNIE WALKER energizes the pursuit of a richer life for all



TERRITORY

Social regeneration



ROLE IN CULTURE

JW brings one of a kind experiences for those that indulge in luxury and benefit organizations that promote gender equality.



EXECUTIONAL SPACES

- ◆ THE EXCLUSIVE EXPERIENCES THAT ALLOW THE CELEBRATION OF SUCCESS, ALONGSIDE THE EXPLORATION OF A LUXURIOUS LIFESTYLE FOR A CAUSE.



INFLUENCER TYPE

SUCCESSFUL AND UNIQUE ENTREPRENEURS, UNIQUE LIFESTYLE IN EXCLUSIVE INDUSTRIES WITH A PHILANTHROPIC SIDE.

EXAMPLES



Whisky pairing feasts with high-end chefs.



Sporting events



Exclusive dinner parties



BRAND PURPOSE

Buchanan's exists to celebrate true greatness in people



TERRITORY

Latin culture Booster



ROLE IN CULTURE

Buchanan's looks to recognize those making a mark in opening the path for new talent



EXECUTIONAL SPACES

- ◆ MUSIC PRODUCTION, FUNDING AND DISCOVERING MAINSTREAM ARTISTS.
- ◆ SUPPORT LATIN MAINSTREAM ARTISTS VENTURING IN CINEMA AND OTHER ASPECTS WITHIN THE ART INDUSTRY
- ◆ SUPPORT URBAN MUSIC EVENTS (CONCERTS, GREEN CARPET AFTER PARTIES, CONCERT OPENINGS, BRAND ACTIVATIONS, ETC...



INFLUENCER TYPE

MAINSTREAM ARTISTS, THAT BESIDE THEIR PROVEN TALENT ALSO DEMONSTRATE GREATNESS IN EVERYTHING THEY DO.

URBAN MUSICIANS, MUSIC PRODUCERS, EVENT PROMOTERS.

EXAMPLES



Dominican's Got Talent sponsorship



Gira Buchanan's, in search of upcoming urban music artists



Premios Heat sponsorship



BRAND PURPOSE

Smirnoff subverts the ordinary



TERRITORY

Music



ROLE IN CULTURE

Smirnoff strives to bring inclusivity to a male dominated territory



EXECUTIONAL SPACES

- ◆ SUPPORTING CULTURAL PROGRAMS AIMED AT INCLUSION, SELF-EXPRESSION AND ALTERNATIVE ROADS TO SELF DISCOVERY, THROUGH UNORTHODOX CELEBRATIONS.
- ◆ PRESENCE IN MUSIC FESTIVALS, URBAN MUSIC CONCERTS.
- ◆ SUPPORT UPCOMING MAINSTREAM ARTISTS



INFLUENCER TYPE

FEMALE, GENDER FLUID URBAN ARTISTS, ACTIVISTS, WRITERS, CREATIVE ENTREPRENEURS, UPCOMING ARTIST.

EXAMPLES



Smirnoff Spotify sponsored playlist with female urban music talents.



LGBTQI+, GAF parties on 717



Self empowerment/ discovery conferences



BRAND PURPOSE

Don Julio shares de fruits of exceptional devotion



TERRITORY

Craftmanship



ROLE IN CULTURE

Don Julio celebrates those who exalt their local pride through their craftsmanship



EXECUTIONAL SPACES

- ◆ CURATE EVENTS WITH LOCAL ARTISANS. CRAFTSMANSHIP DEVOTED TO THOSE WHO ARE PASSIONATE ABOUT CREATING AND REDEFINING THEIR OWN ARTISTRY AND CULTURE.



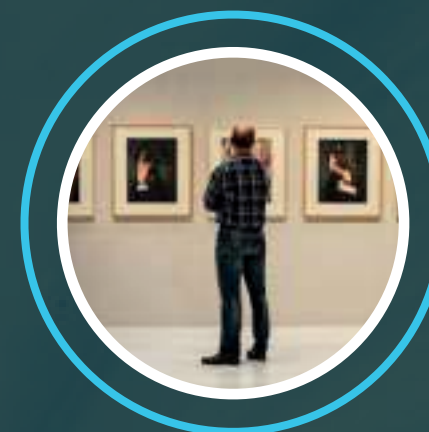
INFLUENCER TYPE

TRAVEL BLOGGERS, NON CELEBRITIES KNOWN FOR THEIR ASPIRATIONAL LEISURE TRAVEL CHOICES, CHEFS, INTERIOR DESIGNERS, LOCAL ARTISANS.

EXAMPLES



Gastronomical travel guide with Bocao



Visual art gallery openings



Food Trucks



Collaboration with local high end artisans



BRAND PURPOSE

Tanqueray exists to infuse extraordinarily good taste in everyday life



TERRITORY

Mindfulness



ROLE IN CULTURE

Tanqueray collaborates with those awakening the senses in a way beyond the obvious



EXECUTIONAL SPACES

- ◆ FOCUSING ON EXPERIENCES THAT ENHANCES ALL OF THE SENSES.
- ◆ SENSORIAL GASTRONOMIC EXPERIENCES.



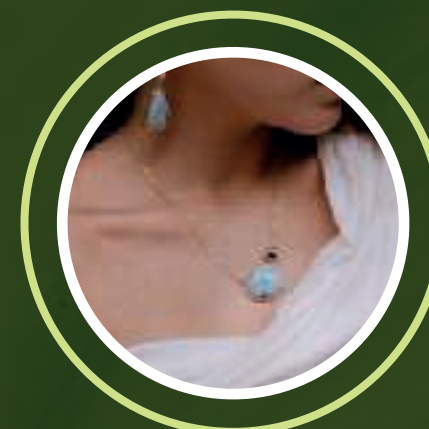
INFLUENCER TYPE

FOODIES, FUSION CUISINE CHEFS, ART, FASHION.

EXAMPLES



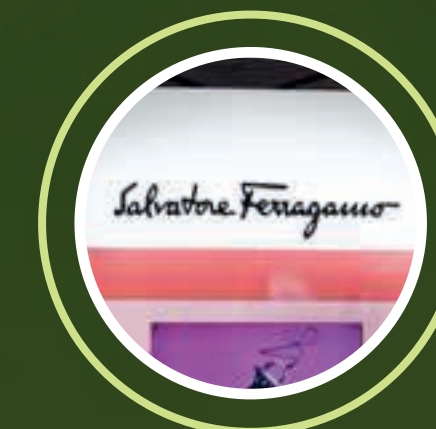
Immersive art experiences



Collaboration with Monica Varela jewelry



Pop up restaurants



Ferragamo Pop up shop experience collaboration



BRAND PURPOSE

The Singleton believes that single malts should be enjoyable for the many, not just the few



TERRITORY

Food/Epicurean



ROLE IN CULTURE

Singleton invites all to discover & enjoy whisky in new & delicious way



EXECUTIONAL SPACES

- ◆ SINGLETON ENHANCES THE PLEASURES OF SIMPLE-YET UNFORGETTABLE-EXPERIENCES WITH A PERFECT COMBINATION OF LOCAL GASTRONOMY AND THIS PREMIUM SINGLE MALT.
- ◆ HIGH-END GASTRONOMIC EXPERIENCES, YACHT PARTIES, RELAXED ENVIRONMENTS WHERE EASY-CONVERSATION IS PRONE.
- ◆ FOCUSING ON THE DISCOVERY OF HIDDEN GASTRONOMIC SPOTS THAT WILL BECOME POPULAR



INFLUENCER TYPE

CASUAL HIGH END LIFESTYLE CONTENT CREATORS, FOODIES, EMERGING CHEFS

EXAMPLES



Sponsoring hidden gastronomic local experiences



Whisky pairing brunch in high end restaurants with pre defined typical menu.



BRAND PURPOSE

Guinness adds a dash of magic to real life.



TERRITORY

Music and sports



ROLE IN CULTURE

Guinness collaborates with the people and communities buzzing with potential to play an active role showcasing the best of what they are.



EXECUTIONAL SPACES

- ◆ BOLD DECISIONS THAT CREATE A CHANGE IN THE COMMUNITY
- ◆ EXPERIENCES IN SPORTING EVENTS AND MUSIC FESTIVALS THAT SHARE DEEP CONNECTIONS WITH EACH CULTURE AND SOCIABILITY SUCH AS CRICKET, SOCA, RUGBY & BASEBALL.
- ◆ GASTRONOMIC GUIDE FOR EASY PAIRING WITH GUINNESS.



INFLUENCER TYPE

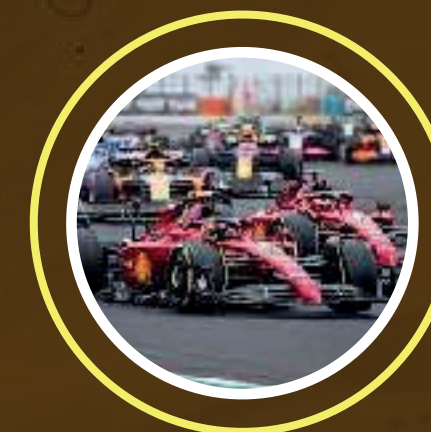
PARTNER WITH FRESH, UPCOMING PERSONALITIES THAT PROVE THEIR POTENTIAL IMPACT IN THEIR FIELD OF WORK.

MUSICIANS, EVENT PROMOTORS, ATHLETES

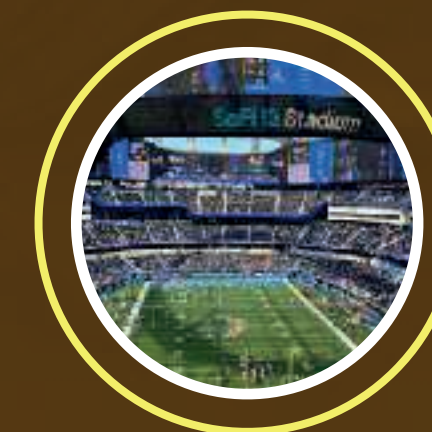
EXAMPLES



Food Festivals

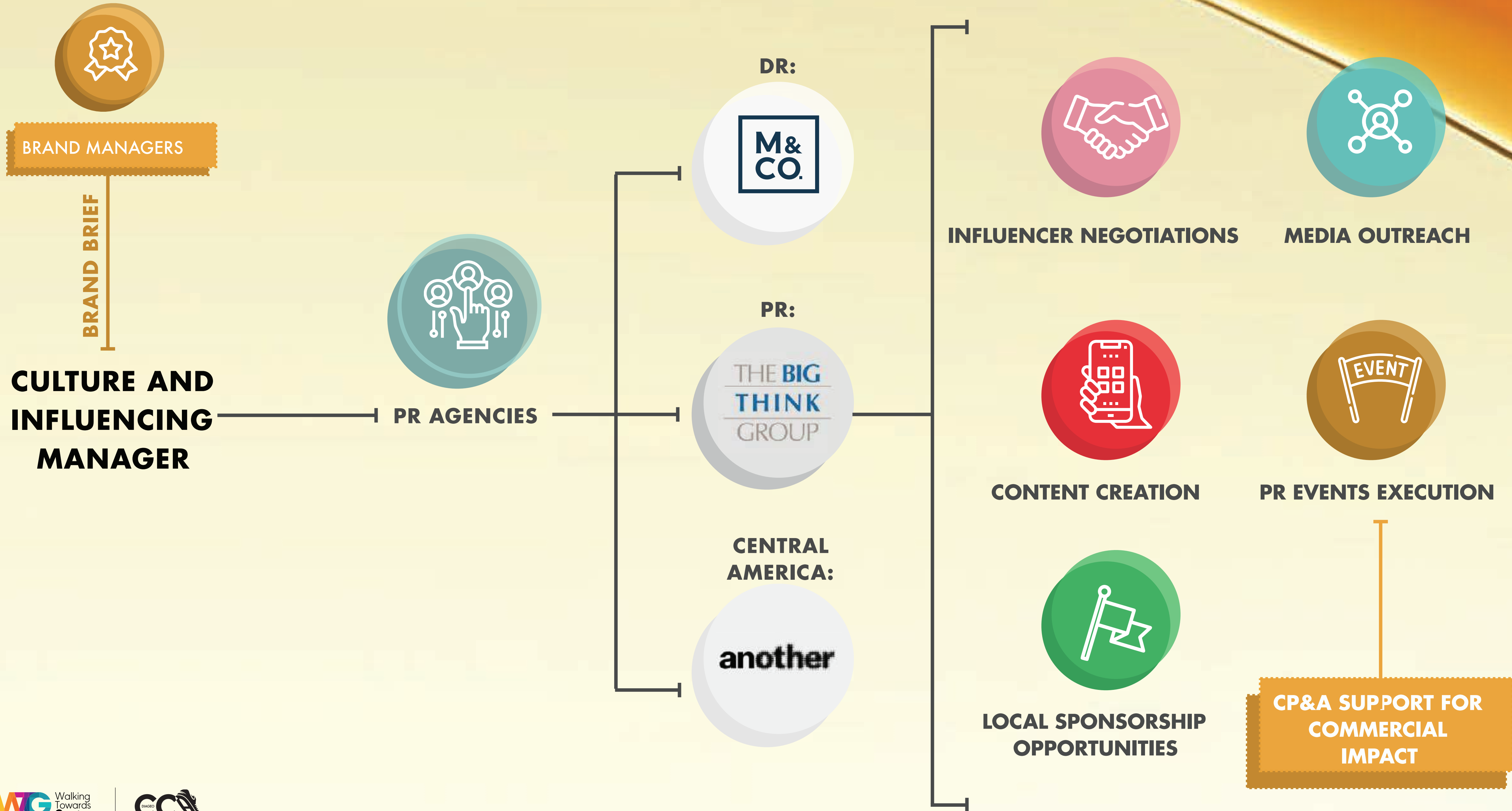


F1 streamings



Sporting and music events

Who brings
this to life



DIAGEO

CULTURE & ENTERTAINMENT

