

MAKING METRICS MATTER

TAKING MEASUREMENT
MAINSTREAM

Headline Sponsor



amec INTERNATIONAL SUMMIT ON MEASUREMENT

LONDON

15-16 JUNE 2016



Amecorg



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Dominic Redfearn

Global Brand & Communications Director, Diageo

Blending data and insight to fuel a
stakeholder brand



DIAGEO

[PLAY VIDEO]

KEEP  WALKING



BRAND DIAGEO – KEY AREAS OF FOCUS

DIAGEO

**BRAND
DIAGEO**

- ALCOHOL IN SOCIETY:**
Telling a story of leadership and partnership through effective campaigns.
- ECONOMIC & SOCIAL CONTRIBUTION TO SOCIETY:**
Describing our total contribution to the community.
- EMPLOYER BRAND:**
Creating a powerful and effective employer brand.
- INNOVATION:**
Known as a progressive company in how we think and act. Innovating with purpose and becoming renowned for sustained innovation growth.
- CONSUMER BRANDS:**
Consolidating growth drivers to reinforce what our company stands for.
- PERFORMANCE:**
Consistently delivering performance with a clear articulation of our business strategy.

**TO CREATE
ONE OF
THE BEST
PERFORMING
MOST TRUSTED
AND RESPECTED
CONSUMER
PRODUCTS
COMPANIES**



YOU'RE A HERO . . . TO YOUR SON

Most boys worship their Dad as a hero whose standards and ideals they gradually acquire as their own.

Nothing is quite so disillusioning to the clear eyes of a youngster as the sight of a man—his own father—who has used liquor unwisely.

The damage goes deeper than momentary shame. Any man who cannot drink wisely and moderately, owes it to his son . . . his family, not to drink at all.

The coming generation will be less apt to use liquor intemperately if older people will regard it as a luxury and treat it as a contribution to gracious living—to be enjoyed in moderation.

Surely, Father's Day is an appropriate occasion for the House of Seagram, as one of America's leading distillers, to say as we said four years ago, and have constantly repeated . . . "Drink Moderately".

. . . THE HOUSE OF SEAGRAM . . .

Fine Whiskies Since 1857

Seagram Distillers Corp., Syracuse, N.Y., U.S.A.

Seagram Advertisement 1930s



Haig Club Advertisement 2015



BRAND DIAGEO – KEY AREAS OF FOCUS

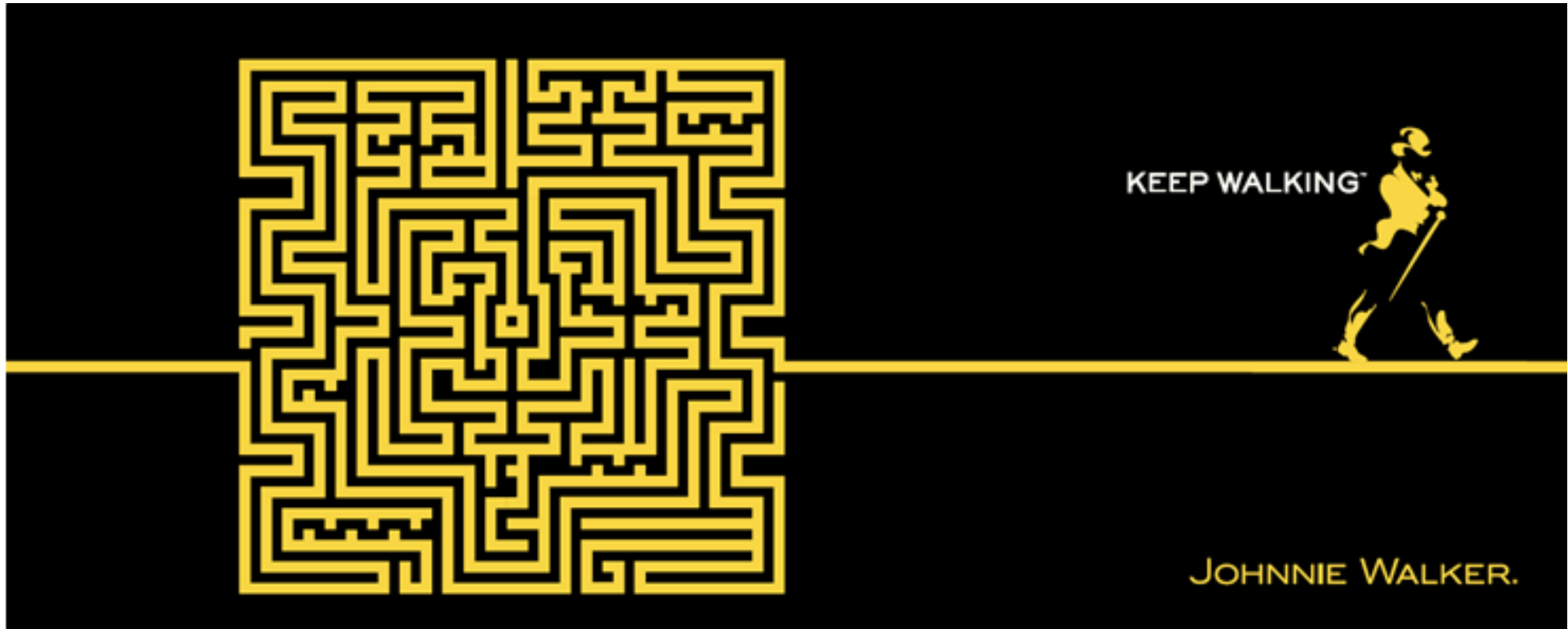
DIAGEO

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BRAND DIAGEO – ACTIVATION





KEEP WALKING™

JOHNNIE WALKER.

The End

KEEP WALKING™



JOHNNIE WALKER.

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