



INTRODUCTION

Can drinks brands ignore the trend towards digital? Absolutely not. And in this insights report, we show why.

Digital brand building, beyond just social media, is massive, yet the drinks industry has historically been slow to jump on the digital bandwagon and build brands digitally.

Reliance on conviviality, liquid on lips and bartender advocacy for drinks brands – all of this has meant the drinks industry has relied on a physical presence to build up its brands.

But then Covid-19 happened. Recent years have seen a dramatic uptake in the number of drinks brands playing in the digital space.

The global pandemic accelerated the digitalisation of the drinks industry, with brands both large and small having to adapt to reach their consumers.

From Diageo's voice assisted Talisker Tasting Experience, to Coca-Cola's foray into non-fungible tokens (NFTs), and Heineken's explosion into the metaverse, drinks brands are now starting to embrace digital.

But digital is not just limited to the world of Artificial Intelligence (AI), Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR). Digital can also be done well on a small scale, as well as a large one, and we have seen many SMEs and up and coming drinks brands launching direct to consumer (D2C) sites, as well as established market leaders looking to optimise digitally.

With this technological revolution, there are growing questions for drinks brands on what strategy to adopt.

In this report we will:

- Unpick whether drinks brands today can afford not to have a digital strategy.
- Identify how drinks brands can ensure effective implementation and ROI.
- Understand whether established drinks brands can effectively pivot themselves to thrive online.
- Assess whether new drinks brands can launch with a digital-first approach.
- Examine what's next for digital in the drinks industry and what it means for the category as a whole.

We've got under the bonnet of drinks brands leading the charge towards digital; we've sought out the best in class examples; and we've showcased drinks brands that are capitalising on the challenge and opportunity that "doing it digitally" offers – each of them proving how critical a digital strategy is to the drinks industry today.

But don't just take our word for it. We have complemented our own research with the insights from our recent webinar where we discussed the trend towards digital with a range of experts.

Our Experts



ELLIE WEBB

Founder of Caleño Drinks

Webinar Host



AMY FULLERTON

Global Head of CRM,
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SOPHIE BOND

Marketing Director
of NICE Drinks;



WILL LAURENSEN

Conversion Rate
Optimisation Specialist &
Founder of Customers
Who Click

Now for the serious bit. Before we dive into the insights, we need to define 'digital'. We start off with the official definition.

"For some executives, it's about technology. For others, digital is a new way of engaging with customers. And for others still, it represents an entirely new way of doing business"

MCKINSEY
2015

"Of technologies, media, etc.: involving digital data; making use of digital computers or devices. Also: of or relating to such technologies or media"

OXFORD ENGLISH
DICTIONARY

When applied to the drinks market, we believe that a more suitable definition might read:

"Digital is not just limited to advanced technology such as AI, AR, VR and MR or even inhabiting the metaverse. It can also mean sales channels or mindset, such as using D2C or social media to drive sales, increase brand profile and most importantly, reach today's consumer."

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Section 01

HOW HAS DIGITAL EVOLVED?

Digital has developed at a breakneck speed. The experts are clear that growth through digital is accelerating. Euromonitor comments that drinks brands selling through digital channels experienced steady growth before the world learned of Covid-19 in 2020.

But then the pandemic sped up the pace and the adoption of digital. With people forced to spend more time at home, drinking at home became a key market for drinks brands.

The pandemic meant that drinks brands had no choice but to adopt a digital-first strategy, whether they were big or small. Independent brands such as NICE Drinks, a wine company that sells wine in cans, pivoted to digital.

And brand houses such as Diageo and Beam, who in the past would have had to jump through reams of red tape, implemented new ways of working digitally almost overnight because of the pandemic – a huge shift.

The stats show as restrictions eased and people began to socialise, online sales of alcohol were 61% above their level in 2019 on a global basis. Online sales had really taken off.

And this growth in digital is forecast to continue – 49% of consumers globally say they value online experiences. With sentiment like that, digital is set to become ever more important to drinks brands.

“Businesses closed overnight with pubs and bars closing and we just had to pivot pretty quickly ... no other choice but to focus on digital”

SOPHIE BOND

Key Learnings

Online sales of alcohol in 2021 were 61% ahead of 2019's level globally. Growth is expected to continue with 49% of consumers saying they value online experiences.



Image Credit: Closed bars during the Covid-19 lockdown, via Unsplash License

Section 02

CAN DRINKS BRANDS AFFORD NOT TO HAVE A DIGITAL STRATEGY TODAY?

Is digital a passing fad? A moment accelerated by Covid only to pass by and quietly decline?

There are still some drinks brands who have only a limited digital presence through social media - rather than the vast range of digital tools that exist. Some are still growing at a rate of knots. 2022 saw Jägermeister see a rise of 8.1% in the sales of its nine-litre cases. But this was owed more to the resumption of air travel post-Covid and expansion geographically than old school sales channels.

Market data shows that digital is becoming essential for drinks brands. An Accenture survey in 2022 found that 64% of respondents had purchased a virtual good or taken part in a virtual experience in 2021 - highlighting how consumers see digital as key.

As Euromonitor remarks, **“brands are exploring the array of emerging opportunities in the digital space now that its importance to the industry is fully apparent.”**

Drinks brands use digital to meet customers and potential customers in a digital space that’s relevant to them; engage their curiosity and be relatable; and motivate the behaviour that will drive growth. Digital is also about providing greater choice for the consumer, delivering this in a convenient way and selling a quality product.

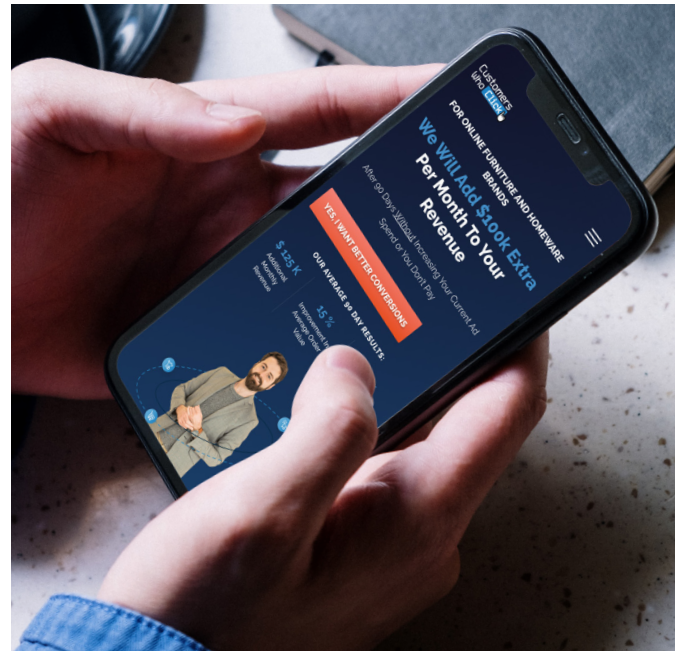


Image Credits: Customers Who Click, iPhone Visual

Digital has to align with a brand and add value for customers. As Will Laurenson remarks, **“digital can be used to create brand loyalty. But if you can give people a reason to like the brand, outside just the drink itself, then they’re more likely to come to you for purchases.”**

Most see digital as part of an **“omni-channel approach”** - a plethora of digital channels to sit alongside those more traditional ones too. Ellie Webb, the founder of Caleño Drinks, recalls that she has often picked up the phone and chatted with 10 to 15 customers to get their views first-hand.

“To ignore digital completely, I think you’ll find it very, very difficult”

WILL LAURENSON



Image Credit: Caleño

Key Learnings

Digital is now essential for drinks brands as most people have purchased a virtual good or taken part in a digital experience.

Section 03

HOW DO YOU ENSURE EFFECTIVE IMPLEMENTATION AND ROI FROM DIGITAL?

We have already touched on what the consumer wants – choice, quality and convenience – and for drinks brands to build trust with them through excellent customer service and engagement.

But how do drinks brands use these digital channels to reach their consumers? And how effective are they? We have spotted five ways that drinks brands achieve this effectively and get a good ROI.

Achieving a great ROI, of course, doesn't necessarily mean just a financial return or what a dry MBA textbook states – it can also be about driving a return through a bigger customer base, greater engagement and a higher brand profile as well as the traditional monetary return.

DIGITAL EDUCATION AND SAMPLING

Drinks brands deploy channels such as AR or voice-assisted at-home tutorials. Whisky Me – set up by Thomas Aske and Tristan Stephenson in 2016 – runs a great whisky club that offers monthly online tastings where consumers can **“discover new drops with a community of fellow adventurers in the new world of whisky.”**

These monthly tasting sessions run as webinar discussions that reach consumers new to this tiple and educate them on all things whisky. But then also gives them a chance to buy – a digital tool to both educate and sell, a channel that delivers its ROI by growing its customer base.

Established brands and global brand houses have also adapted to embrace digital. Diageo launched a platform called ‘Taste of the Future’. In the post-Covid world of hybrid and virtual events, drinks brands are finding it challenging to gain new customers. To address this, Diageo launched this online initiative that includes cocktail-making and help to find the right cocktail.

The ‘Taste of the Future’ platform allows drink experts to talk to new audiences about trends and experiences and for consumers to find personalised cocktail recommendations. It is also a platform for Diageo’s internal teams and its brand ambassador training – a truly multi-faceted channel.

Following the platform’s launch, Diageo has seen an increase in people searching for cocktail party ideas and recipes based on individual tastes.

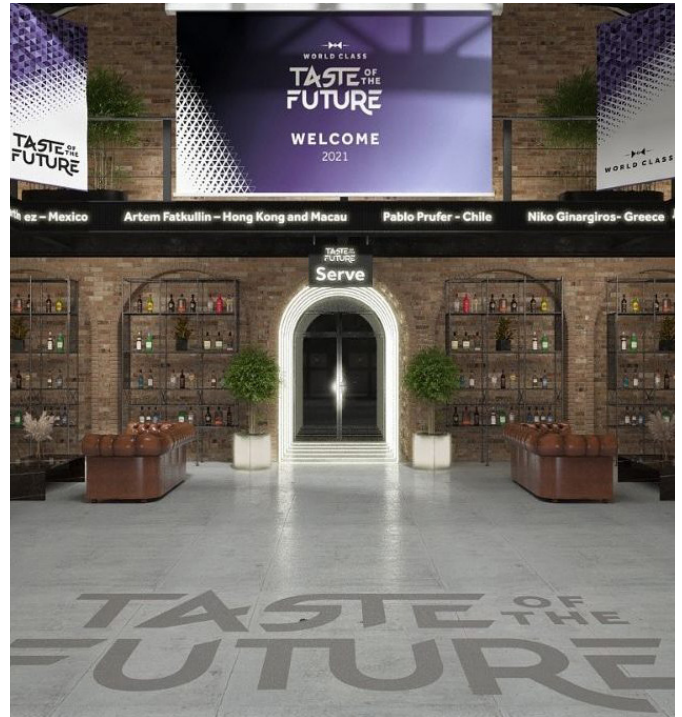


Image Credit: Diageo

“A Taste of the Future is a fully interactive virtual space, allowing everyone to explore for themselves some of the near-future partnerships appearing at home or in a bar near them soon”

SIMON EARLEY

ONLINE ADVOCACY

Haus was a digital-friendly, healthier alternative to traditional wine clubs that launched before the pandemic with a strong social presence.



Image Credit: Haus

Haus met a new generation's yearning for a transparent alcohol brand with younger people aspiring to a healthier lifestyle. Haus successfully tapped into this digitally savvy audience where it could reach them easily on the platforms they use the most, such as Instagram.

Haus's key unique selling point was to launch D2C and bypass strict alcohol laws in the United States by selling 0% ABV products. It grew by 500% in the pandemic.

The rise of online tutorials at home – a trend kick-started by the pandemic – is yet another approach that can drive ROI on digital channels. As Mixology Events remarks, **“these classes allow us to carry on doing what we do best; delivering well-executed and enjoyable experiences to groups of any size, anywhere in the world”** – and reach new customers and drive sales.

ONLINE ACTIVATIONS

This is where drinks brands are at their most innovative and imaginative. Deploying livestreams, VR or AR experiences or even drinks launches in the metaverse – they have embraced technology to access new markets.

Heineken launched Heineken Silver, the world's first “virtual” beer, in the metaverse, positioning this pixelated beer as an ironic poke at drinks brands who go heavy on digital. The launch took place in a buzzing nightclub in Decentraland – a 3D virtual world platform in the metaverse. The Dutch behemoth has now let Heineken Silver break out into the real world.

“For now, you can't taste pixels and bytes. So, we want to make a joke about that and remind everyone that nothing beats the taste of a refreshing beer, including our new virtual Heineken Silver, in the real world”

BRAM WESTENBRINK

Kinahan's Irish Whiskey also shows what can be achieved digitally. It is one of the most innovative whisky brands, harnessing digital fully to engage with its consumers – through NFTs, AR and VR.

It launched the industry's first digital brand ambassadors in virtual 3D that will personify a character and style that reflects a specific Kinahan's product. Eventually, these ambassadors will become realistic, AI-enabled humans to allow full interaction with consumers.

“VR is bound to change our interaction with consumers with better usability, improved functionality and more accessibility”

ZAK OGANIAN



Image Credit: Heineken

E-COMMERCE AND D2C

The D2C channel has risen as a proportion of the sales mix and is a money maker at scale. Behind the buzzword, D2C is in fact multiple channels – we think first of web sales via a brand’s own website, but it could be Amazon or eBay. Additionally, specialist e-commerce aggregators such as The Whisky Exchange online, can also be used as digital sales routes.

For independents, D2C can raise their profile and enable them to capture data – and therefore intelligence – from their consumers. It also allows brands to launch without having to secure listings with highly competitive retailers or in the on-trade.

Done well, it can be cheaper and incredibly effective – witness Haus’ growth in the pandemic – and supplemented by Amazon, it can be a key route for start-up brands to get liquid on the lips of consumers.

Drinks brands are also using Amazon to start their businesses or to sell new consumers more likely to just buy one bottle of a product or a small pack to sample for the first time.

Once an Amazon customer is converted to the drinks brand, the brand can try to get them to shop on its own website by having a different offering there – limited time offers (LTOs) or a wider range of products that are only available exclusively on the brand’s website.

“Amazon’s more suited towards newer customers who just want to try one bottle and want it next day versus our website, where potentially more loyal customers can pick up great offers on bundles”

ELLIE WEBB

“You’ve got the chance to acquire customers through Amazon by giving them opportunities to get to your website. And then when they get into your website, you can try and capture the email address or make it clear that you’ve got a wider product offering”

WILL LAURENSEN

Drinks brands need to optimise e-commerce and not just install it – to understand their customers, seek feedback and build back their views into the offering. The key is effective measurement and optimisation that digital channels allow.

LOCAL VERSUS GLOBAL

The markets the drinks brands operate in matter – the local versus global dynamic, tailoring their activity to the markets they play in and the consumers they want.

For NIO Cocktails, its UK launch meant an exclusive focus on the customer – above all, working out what the customer wanted. As Amy Fullerton, Global Head of CRM, NIO Cocktails, remarks, **“we didn’t want to spend a huge amount of time on building out this brand culture until we knew that the product market fit was actually going to work.”**

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Key Learnings

What matters most is that the channels connect back to what your brand stands for – not just activity for activity’s sake. Everything leads to a next step – physical or online, social post to D2C sales portal, NFT to tethered value add. Drive customer growth and the ROI in your digital channels.

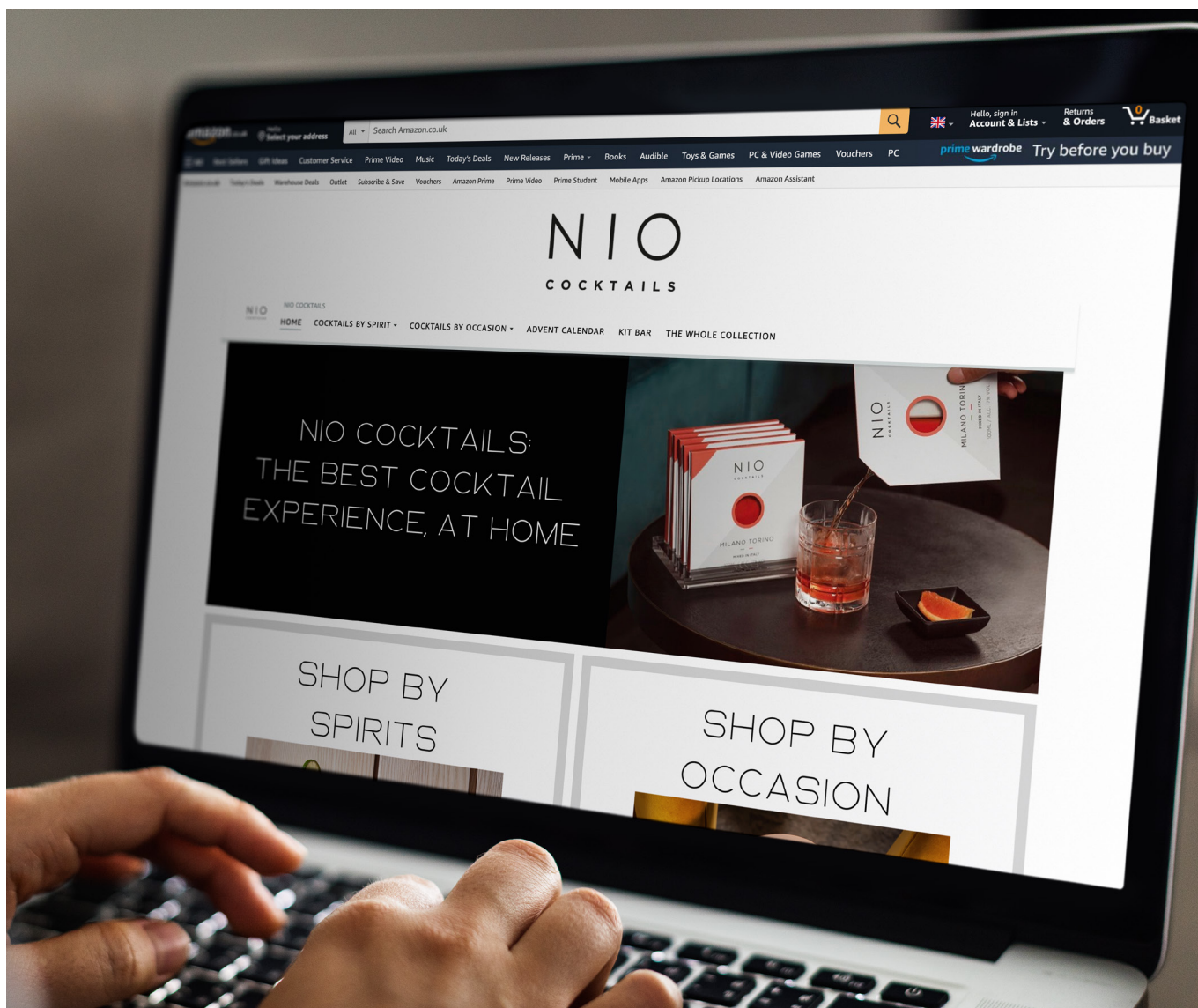


Image Credit: NIO Cocktails, MacBook Visual

Section 04

CAN ESTABLISHED DRINKS BRANDS PIVOT TO THRIVE ONLINE EFFECTIVELY?

Can drinks brands today afford not to have a digital strategy? And for those that do, how do they succeed by executing and doing it well?

We believe that by linking digital brand activity – whatever form that takes – to meaningful next steps can deliver growth for drinks brands of any size. Established drinks brands have to have a digital strategy to succeed today.

Many of these brands existed before digital, the internet – or even computers – were a thing yet they are at the forefront of digital first. They now see digital as integral to their future success.

As giants in the drinks industry, they might have the budgets but they would face masses of red tape before pivoting to digital – so have they delivered this transformation?

We have examined case studies of some established drinks brands where they have pulled off the move into digital.

COCA-COLA - NFTS

Ever since its formation in 1892, Coca-Cola has constantly evolved and continued to innovate – no matter its size. Such innovation is shown by Coca-Cola’s partnership with NASA. Back in 1985, Coca Cola was one of the first soft drinks consumed in space aboard a space shuttle.

As a forward thinking leader and pioneer, it’s no surprise that Coca-Cola has now taken a digital first approach, forged NFTs and launched itself into the metaverse. Coca-Cola’s move into the virtual world is designed to protect its brand positioning and of course, its market leading position and sales in the real world.

Coca Cola’s innovation covers a whole range of activities. It has run an online auction with collectible NFTs, raising over \$0.5 million for Special Olympics International. Coca-Cola created each NFT to represent an iconic element of its history but reimaged for the virtual world.

Coke’s NFTs placed a modern spin on vintage items such as a Coca-Cola cooler with three other NFTs inside: a Coca-Cola Bubble Jacket for the virtual Decentraland; a Sound Visualiser illustrating the recognisable sonics of enjoying a Coca-Cola; and a Coca-Cola Friendship Card with refreshed artwork from 1948. The winning bidder received an actual, fully stocked Coca Cola refrigerator.

Coca-Cola has also promoted its Coke Summer Music events with an AR experience on Snapchat, featuring the Australian rapper, The Kid Laroi. More than 250 million of Snapchat’s users engage with AR content every day, a significant part of its daily active user base of 332 million.



Image Credits: Coca-Cola

Key Learnings Coca-Cola

As an established brand, Coca-Cola has embraced digital. The brand has tailored its marketing to a new generation of consumers who use digital channels such as Snapchat and who are familiar with NFTs, raising brand awareness whilst remaining relevant.

TANQUERAY – TUCCI AND NO. TEN

The Diageo brand, Tanqueray, launched back in 1830 yet even now, continues to innovate whether through its digital first approach or its Society 2030 10-year sustainability action plan.

Tanqueray No. Ten partnered with actor, Stanley Tucci, to launch its new virtual bar, Tucci & No. Ten. Tucci and a team of bartenders crafted a Tanqueray cocktail and then shipped the results to 100 fans.

During lockdown, Stanley Tucci, the star of the Devil Wears Prada, had used Instagram to share his cocktail-making skills with his followers.

Pedro Mendonca, Managing Director for Diageo's global reserve portfolio, says this partnership brought **“a fresh and elevated approach to the gin cocktail experience.”**



Image Credits: Tanqueray, Diageo



Key Learnings Tanqueray No. 10

Diageo capitalised on a celebrity's following as an aspiring cocktailer maker to increase its own profile through digital channels.

PATRÓN - THE METAVERSE

Compared to Tanqueray and Coca-Cola, Bacardi's Tequila brand, Patrón, has only been around since 1989 yet has fully adopted digital. Patrón has used VR to launch a new cocktail experience in Decentraland.

The cocktail experience was called Summer Made Sensational: A Patrón Pop-Up Series, inspired by three of Patrón's cocktails.

A virtual bartender educated the audience on how to source different ingredients to make three Patrón cocktails – the Patrón Perfect Paloma, Patrón Silver & Soda and Patrón Añejo Highball.

US residents, who succeeded in making all three cocktails had a chance to win a luxury holiday to Mexico. Kathy Parker, president and global chief marketing officer of Patrón says, **“we hope to spark curiosity, creativity and connection this summer while offering our Tequila fans a new way to experience the mastery behind our brand.”**



Key Learnings Patrón

Bacardi used VR to raise the profile of its Patrón brand to a new audience of consumers, linking the VR experience to a physical outcome.



Image Credits: Patrón, Bacardi

Key Learnings All case studies

- Each of the successful established drinks brands we studied has deployed a digital first strategy to make their brands even more accessible, particularly to a younger generation – by using technology in a relevant and versatile way.
- If a brand is planning a large-scale digital launch, it should ensure it complements its brand values – see Coca-Cola and its iconic art.
- The established drinks brands highlight that a blend of sales channels – digital and traditional – are needed to be effective.

Section 05

HOW CAN NEW DRINKS BRANDS LAUNCH DIGITAL FIRST?

Is digital the sole preserve of the established brands? Or can newcomers join in? Each of these drinks brands was already established, hardly the new kids on the block. That they could harness digital innovatively and quickly is impressive given their scale.

Younger brands are also able to harness digital. They often have more creative freedom and can take more risks and shake things up – acting as the industry’s disrupters and often turning out to be the change makers.

We now look at how younger, independent drinks brands have pulled off a digital heavy launch from the get-go successfully.

CALEÑO – PIVOTING TO DIGITAL

Ellie Webb launched the Caleño brand D2C just before Covid-19 hit. And now Caleño is a success story, a burst of tropical flavours and evocative spices.

When Covid-19 arrived, Caleño focused on consumers at home and particularly under 35s through their social media. It evolved from its retail origins, rebuilt its website and quadrupled its sales – all in a year’s work.

The use of technology means Caleño can leverage data to enrich and personalise the offering to consumers and educate them in the no and low category. Caleño’s understanding of its customers is both deep and meaningful, enabling greater targeting, driving customer growth and delivering an effective ROI.

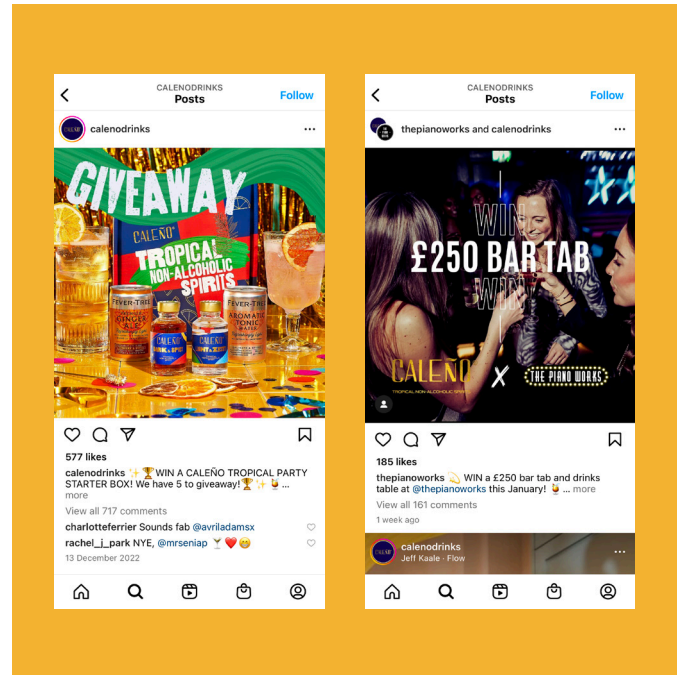


Image Credit: Caleño

“It’s always been really important to stay close to the customer, understand who they are, what’s important to them, what’s working, what’s not ... it became even more important when brands went online”

ELLIE WEBB

Key Learnings Caleño

Caleño has focused on consumers at home and harnessed digital to enrich and personalise the consumer offering – this has driven customer growth and delivered an effective ROI.

NICE DRINKS - DISRUPTING AN OLD MARKET WITH DIGITAL

NICE Drinks, started by Lucy Busk and Jeremy May in 2019, has deployed a digital first strategy to build a successful business – along with an innovative concept – canned wine.

The company lays claim to be the fastest growing canned wine in the UK, selling a can every ten seconds. Although only four-years-old, NICE achieved sales of £1.6 million in 2021 and forecast to reach £5.1 million in 2022.

Busk was scrolling through Instagram when she happened on an image of canned wine and immediately sensed a great business opportunity. As May concurs, **“it just blew my mind that the wine category was still so stuck in the dark ages. The fact that small wine bottles are the way that we were distributing small format wine made no sense ... because when you’re on the go you have to find a plastic cup or something to decant it into anyway.”**



Image Credit: NICE Wine



NICE sells its products through its eponymous website as well as Sainsbury's, Ocado and Amazon. Last year, its canned wine was sold to music lovers at 159 festivals and to sports fans at Wimbledon and Lord's. It is also served on all Virgin Atlantic flights. Such is the success of the concept and tapping into popular culture, that NICE has so far raised £1.3 million in capital from backers.

NICE plans to focus on the UK market before embarking on expansion into other countries.

To incentivise its employees and share its success, it has granted share options to its team.

Key Learnings NICE

NICE used a digital first strategy to launch and grow its business successfully – along with an innovative product. It now sells a can of wine every ten seconds.

NIO COCKTAILS - INVESTING IN CUSTOMERS

NIO Cocktails has shown how a new brand can launch digital first and use these channels to grow consumer trust.

“Everyone deserves expertly crafted cocktails at home” – so proclaims NIO Cocktails.

The business was borne out of a lifestyle change when its founder, Luca Quagliano, found he wasn’t venturing out to restaurants with friends. Instead, with the birth of his two daughters, he hosted more dinner parties at home yet wanted to offer restaurant quality cocktails to his guests.

Focused on natural products and innovative packaging, NIO Cocktails ensures its products taste as good as those in a restaurant.

Head Mixologist is the renowned Patrick Pistolesi. Quagliano gave his mixologist one brief – that the cocktails should taste exactly the same as if they were being consumed in Pistolesi’s Drink Kong bar, the 16th in The World’s 50 Best Bars awards.

NIO Cocktails invested in its CRM systems to ensure that it could deliver this quality in its ready-to-drink cocktails delivered through the letterbox and paid great attention to its online reviews. From 2,900 online product reviews, NIO Cocktails records a heady 4.7 out of 5.

NIO acted on these reviews – if customers felt that NIO’s service had gone awry, the company would go out of its way to fix any problems – even in those dark, early and pressurised days of Covid-19.

Key Learnings NIO Cocktails

As a market entrant, NIO has deployed digital first to build consumer trust and paid forensic attention to its online reviews.



Image Credit: NIO Cocktails

Key Learnings All case studies

- Digital channels are a great means to get a brand name out there and achieve scale beyond what can be done with boots on the ground. And they are a strong tactic to form a close community with first-party data capture.
- A digital launch though has to be done consistently, to high quality and with fluidity between touchpoints to be worth the investment.

Section 06

WHAT'S NEXT FOR DIGITAL?

With all that changes, will digital stop evolving? Has it peaked? We don't think so – digital will revolutionise drinks brands even further. But with digital evolving at speed, any forecasts of what's next could be embarrassingly amiss. The adoption of digital channels, accelerated by Covid-19, looks like it is here to stay.

We asked our team of experts to predict what would happen next. With the expectation that an omni-channel approach will remain, digital could lead to further personalisation of the customer experience.

Tapping into what each generation wants, we could see a greater use of TikTok as a digital channel for drinks brands as well as greater use of AI in their armoury.

For younger generations, **“there will be quite a lot of opportunity for millennials in particular”** buying online as Sophie Bond, Marketing Director, NICE Drinks, comments.

A digital product wizard using AI could break out, the next generation of chatbots could launch, and in an echo of the QR code's resurgence in the pandemic, text messaging – such as through WhatsApp – could make a comeback.

This level of innovation – such as a digital product wizard – could give consumers an elevated and personalised experience, and move beyond **“treating the website just like a catalogue”** as Will Laurenson says.

Above all though, the utopia is this – to make the experience simple but enriched for the consumers we serve. As Amy Fullerton remarks, the goal for digital channels should be to **“reduce friction and aim for that one click to purchase.”**

And that is why a digital first strategy is integral to give consumers the service and products they want – to enhance choice, quality and convenience.

Digital is now as essential to drinks brands as bottles and cans.



Image Credits: WINE Wine, iPhone Visual

Key Learnings

Innovation will continue as drinks brands increasingly adopt digital and they will find new – and old – ways of engaging with their customers to give them a great, convenient and quality experience.

Section 07

CONCLUSION

01

Online sales of alcohol in 2021 were 61% ahead of 2019's level globally. Growth is expected to continue with 49% of consumers saying they value online experiences.

02

Digital is now essential for drinks brands as most people have purchased a virtual good or taken part in a digital experience.

03

What matters most is that the channels connect back to what your brand stands for, that it's not activity for activity's sake and that everything leads to a next step – physical or online, social post to D2C sales portal, NFT to tethered value add – to drive customer growth and the ROI in your digital channels.

04

Each of the successful established drinks brands we studied has deployed a digital first strategy to make their drinks brands even more accessible, particularly to a younger generation – by using technology in a versatile way.

05

If a brand is planning a large-scale digital launch, it should ensure it complements its brand values – see Coca-Cola and its iconic art.

06

The established drinks brands highlight that a blend of sales channels – digital and traditional – are needed for them to be effective.

07

Digital channels are a great means to get a brand name out there and achieve scale beyond what can be done with boots on the ground. And they are a strong tactic to form a close community with first-party data capture.

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A digital launch though has to be done consistently, to high quality and with fluidity between touchpoints to be worth the investment.

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Innovation will continue as drinks brands increasingly adopt digital and they will find new – and old – ways of engaging with their customers to give them a great, convenient and quality experience.

Digital channels are vital for drinks brands as more and more of us go online

Digital channels are vital for drinks brands as more and more of us go online. They should be seen as a way of driving sales by engaging with consumers digitally in the spaces where they hang out; learning more about customers and what makes them tick; and increasing brand profile against the competition. But not just deploying digital for its own sake.

We hope you have enjoyed this report – maybe you even sampled a drink you bought online as you read it? Or ventured into the metaverse to Decentraland?

If the topic has sparked your wonder, we would love you to get in touch.

We'll leave you with one final thought...

“With more and more of our experiences taking place digitally, can drinks brands afford to ignore these channels? We think not.

In our work at Wonderworks we develop omni-channel creative approaches for drinks brands with digital consideration at every touchpoint.

Ensuring the consumer journey is connected as both a URL & IRL experience. And most importantly harnessing digital approaches to enhance consumer interaction with a brand - not just digital for the sake of digital!”

SARAH WILDMAN-KING

Founding Partner & Managing Director of Wonderworks



wonderworks

