



**DIAGEO RESERVE
BRAND AMBASSADOR**

DIAGEO RESERVE BRAND AMBASSADOR

The Diageo Reserve Brand Ambassador is a proven specialist role within the Reserve model and the fastest growing head count in Diageo Globally. It is a key strategy pillar with a proven track record of success when set-up correctly.

OBJECTIVE:

CSA was commissioned to unleash the power of the BA's through raising their profile as industry experts and celebrities in their own right. CSA work with 7 key Global brand ambassadors across Bulleit, Tanqueray, Ketel One, Don Julio and Ron Zacapa as well as training 84 in-market brand ambassadors from around the world.

RESULTS:

CSA worked closely with the BA's to improve the content of their social media interactions as well as mentoring them on what they need to do in order to breakthrough in this space.

Our role included:

- Curation of content
- Coaching
- Training
- Social media support
- Amplification around the program



ONLY **23** UNIQUE PEOPLE HAD USED #RESERVEBA. ONLY **82** POSTS ON INSTAGRAM FEATURED THE HASHTAG. THE POTENTIAL REACH WAS AT **11 000**. **56 000** POTENTIAL IMPRESSIONS, AND ONLY **2 126** ENGAGEMENTS WERE GARNERED OVER THIS 5 MONTH PERIOD.

5 MONTHS LATER



3 206 POSTS ON INSTAGRAM FEATURED THE HASHTAG. THE POTENTIAL REACH WAS AT **215 000**. **2.1 MILLION** POTENTIAL IMPRESSIONS WERE ACHIEVED – MEETING OUR INITIAL KPI. **89 000** ENGAGEMENTS HAPPENED ON INSTAGRAM
