

Diageo

The Diageo Archive holds records relating to more than 1500 brands past and present, from those long established such as Johnnie Walker Scotch Whisky, Smirnoff Vodka and Tanqueray Gin to more recent innovative brands such as Baileys Irish Cream. The collections span 402 years of history with brands such as Bushmills Irish Whiskey having heritage and history dating back to 1608 and they tell the rich histories of these brands as well as our distillery sites, companies and people. From 18th century ledgers to the most recent annual reports, the archive materials authenticate and add texture to these rich histories.

The Archive has recently celebrated its own 20th anniversary by creating a bespoke display showcasing the wealth of materials held by Diageo. This display is being used to raise awareness of the Archive as a business asset within Diageo as well as the colourful and rich history of Diageo's brands by travelling to various sites within the business. The Archive is used as an asset to support the business in a variety of ways through brand passion and integrity, product innovation, brand building, media activity, launches & PR events, design & gifting, and protecting legal & intellectual property.

The Archive Team has frequently worked with the Johnnie Walker brand using their unique knowledge and access to historic materials at the Archive to conduct research into the brand history and add greater authenticity, depth and texture to brand growth drivers and strategies. For example, for Johnnie Walker Red Label the Archive team investigated first dates for when Johnnie Walker was shipped and sold in various markets using sales records, letter books, minute books and old company magazines to support the 'Adventure in a Glass' strategy and the Celebration gift pack.

With access to original source material, the Archive team can use their knowledge, passion and commitment to verify brand information and discover new brand truths giving sales and marketing teams a unique insight into the brand to support launches, celebrations and PR events by displaying and presenting materials from the Archive. In 2008 historical items were taken by an Archivist for the European launch of Johnnie Walker Blue Label King George V at Hampton Court Palace and to Madrid for the launch in Spain. The use of archive material was a key part of the launch. Materials included the 1819 inventory of the original farm, Todriggs, where Johnnie Walker hailed from, Tom Browne's famous drawing of 'The Striding Man' and some early adverts from 1908 and 1909 featuring him. Sarah Castillo from Diageo Spain said: "The impact of having the archive materials to support the launch was huge because we had the chance to present original documents. It was a very important hook for the media. It gives even more credibility than any other message we could transmit. All our luxury brands are based on tradition, history, an iconic person, and quality."

The launch comprised an exhibition in one of Madrid's prominent art galleries with media sessions, and evening receptions accompanied by tastings. It was a resounding success. Jonathan Driver, King George V 'ambassador' said: "The running of King George V in an art gallery in Madrid was sensational and the private room became almost like a shrine for people to see the history of the business beautifully laid out and exhibited. The journalists were the biggest net recipients here and I think they really got the story and the implications of that story on the business today. They loved the history and the storytelling that came from having the archive out in the market. The European market certainly needs that belief if we are going to take Johnnie Walker away from being just a blend and make it a brand, and especially, a luxury brand with real values, credentials and authenticity."

The materials in the Diageo Archive authenticate and support the unique histories of each of our brands. Their history, heritage and authenticity is the firm foundation of our brand development and future growth. Their rich and unique histories distinguish them from other brands and have immense appeal to our customers and consumers. We are very lucky that these great histories are well documented and accessible to all through the Diageo Archive.



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