

Case study: International drinks company

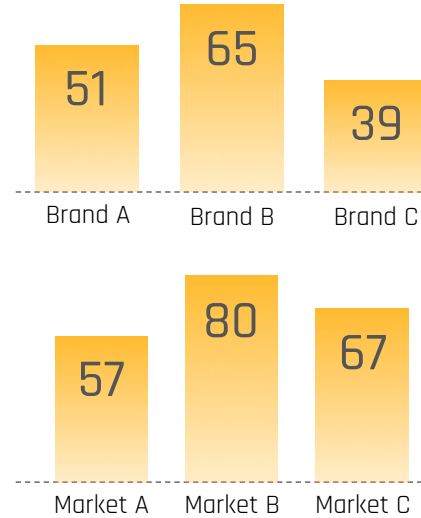


The challenge

The company maintains a diverse portfolio of drinks brands. Sales fluctuate across categories, markets and specific brands from year to year. Are we taking advantage of digital enough across the business and each of our brands to achieve the best growth and lead our industry?

The opportunity

Rewrite Digital's research has highlighted a large gap between what the drinks industry is doing with digital and what it could be. Digital has the potential to be a significant enabler of sales growth and profitability for individual brands as well as the business as a whole.



The solution

We conducted a holistic digital audit of the overall global business as well as a representative subset of the portfolio's brands and markets.

This gave the business a clear indication of their current digital maturity and effectiveness as well as highlighting where the greatest improvements can be made at brand and market level. High performing areas were used in conjunction with external third party examples for inspiration and best practice.

A comprehensive set of recommendations and a roadmap were delivered to enable the business to improve growth and profitability through digital.

The results

The central global team had made a number of changes based on the audit and recommendations, which also filtered down to a number of the brand and market teams.

A revised audit following the changes reported a 20% rise in digital maturity and effectiveness, with sales growth and improved margins attributed in part to greater adoption of digital.

We continue to engage with the business to ensure that they stay connected with the unstoppable rise of digital.

