

## CASE STUDY

DIAGEO

# Accelerating efficiency and savings: The Wegrow Impact on Diageo



## The Starting Point

Diageo, a global leader in premium drinks, set out to change how their innovation teams shared and scaled best practices across markets. With over 200 brands distributed across 180 countries, their mission was ambitious: to unleash the power of their portfolio, influence consumer trends, and build a more connected, efficient, and digital-first organisation.

**The Diageo Europe Innovation team, led by Chief of Innovation Mark Sandys, was searching for a digital solution to:**

- Streamline innovation and eliminate bottlenecks to boost efficiency and output.
- Centralise resources to enhance productivity and stay updated on new trends.
- Spread successful innovation learnings faster across markets to maximize impact and reduce time-to-market.

**But their challenges were clear:**

- Knowledge scattered in emails and calls, making it difficult to consolidate and act upon.
- Valuable insights are often lost or inaccessible, hindering informed decision-making.



**People:**  
over 30.000



**Wegrow Users:**  
150



**Industry:**  
Consumer Goods  
(Premium Spirits) –  
Luxury



**Location:**  
Worldwide  
(operates in nearly  
180 countries)



**Department:**  
Innovation  
Department  
(Europe)

- Traditional methods such as single PowerPoint resources spread through direct messages or e-mails created delays and inefficiencies, significantly slowing progress and innovation.
- A lack of visibility on how innovations could be leveraged across regions led to missed opportunities for scaling success.
- No effective tools were in place to measure efficiencies or ROI, making it challenging to track impact and optimise resources.

*“The Wegrow platform has become my new go-to when looking for new insights across different markets. The quality of content that has been posted has been incredibly high and gives us access to knowledge and learnings from across the globe.”*

– Emma Hopkins, Innovation Commercialisation Manager



## The Wegrow Solution

Wegrow provided Diageo Europe Innovation with a tailored digital platform designed to drive collaboration and operational excellence.

### Key features included:

1. **Easy access to the platform in one click:** the platform is easy to use and accessible with just one click, allowing employees to effortlessly tap into valuable resources and high-quality content whenever they need it.
2. **A centralised one-stop-shop:** A single hub for storing, sharing, and accessing the latest best practices, insights, and trend reports—anytime, anywhere. This addressed fragmented information flow, enabling teams to quickly find and utilise valuable knowledge.
3. **Access to high-quality content through advanced search:** Powerful search tools enable Diageo employees to access high-quality, relevant

information within seconds. Users can search by region, topic, date, and more, thanks to intuitive tagging systems designed to align with Diageo's diverse operations and ensure efficient knowledge retrieval.

4. **Tailored animation programme:** A programme designed to engage all markets, levels, hierarchies, and areas by addressing both intrinsic and extrinsic motivations. This personalised approach ensured widespread adoption and high levels of participation.
5. **Enhanced engagement tools:** Interactive features like tagging, commenting, and mobile access made it easier for teams to share, engage, and learn on the go.
6. **Dashboard for impact follow-up:** Wegrow provides a comprehensive dashboard with real-time analytics and feedback loops, offering insights into the usage of best practices, including views, active users, posts collected, reuses, and time saved. This allows Diageo to effectively measure impact, track progress, and refine strategies to ensure knowledge sharing aligns with organisational goals.

***"The Wegrow platform has revolutionised the way I've been able to share best practices and learnings. The value lies in the time saved looking for inspiration, content, and information. The mobile accessibility is a game-changer for researching and learning on the go."***

**– Emma Hopkins, Innovation Commercialisation Manager**





## Impact and Results

Diageo Europe Innovation's journey with Wegrow demonstrates the power of aligning technology with strategy. The platform didn't just improve processes; it fostered a culture of shared knowledge and continuous improvement. This ambition has been rolled out to a global audience to take sharing and scaling to new heights.

With Wegrow as a key enabler, Diageo is well-positioned to achieve its ambition of being the best-performing, most trusted, and respected consumer products company in the world.

In just six months, the Wegrow POC transformed how Diageo's Europe Innovation team worked, delivering amazing results:



### Widespread adoption:

**Achieved 100% community engagement** within the first 6 months.



### Content creation and use:

**154 documents were shared** which resulted in 1,000+ views, 150+ downloads, and 20 scaling actions – everything from only 150 total users.



### Time Saved:

An estimated **1,496 days saved** by eliminating inefficiencies such as chasing markets, organising resources, and searching for content.



### Cost savings:

Total savings of approximately **€300,000 within six months**.



### Strategic alignment:

Fully aligned with Diageo's goals of operational excellence and building a more digital organisation.

*"It's incredible to have such easy and quick access to learnings or trend reports from across the region! A dream come true for any planner!"*

**Mafe García**

Head of Consumer Planning  
Europe Innovation

*"When we set up the Wegrow POC, we knew there was a huge potential benefit from having all our learnings in one place. We were thrilled to see 154 documents downloaded in just a few months, proving the platform's value for reuse and impact."*

**Kate Veale**

Consumer Planning and Brand  
Development Director