

Diageo Is All In on AI, Retail Media and Workplace Diversity

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In this episode of the Brave Commerce podcast, hosts Rachel Tipograph and Sarah Hofstetter sit down with Shane O'Rourke, head of performance marketing at Diageo, to explore how the global beverage giant is adapting to the unique economic challenges and shifting consumer behaviors in the U.K. market.

O'Rourke shares insights into how Diageo is leveraging technology, personalization, and retail media to remain competitive amid inflation and the rising trend of premiumization and moderation in the spirits industry.

He also delves into Diageo's innovative use of generative AI to drive cost efficiencies, enhance content creation, and gain critical consumer insights. He highlights the U.K.'s forward-thinking approach to retail media and how it's influencing Diageo's omnichannel strategy.

Lastly, O'Rourke reflects on Diageo's commitment to fostering an inclusive workplace, especially in its efforts to recruit, engage, and retain Gen Z talent, ensuring the company remains

vibrant and innovative.

Key takeaways:

Leveraging generative AI: Finding cost efficiencies and creating personalized marketing at scale.

The importance of retail media: Diageo's U.K. strategy and the potential to rival traditional advertising channels.

Commitment to DEI: Diageo's approach to creating a diverse and inclusive workforce, particularly in engaging Gen Z employees.

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