

Diageo's Virtual Platform Explores the Relationship Between Drinks and Tech

In the world of virtual and hybrid events, interaction and engagement are challenges for brands wanting to engage the audience of potential consumers. To overcome that challenge, Diageo has begun an online initiative that includes online cocktail-making and the ability to help find the right cocktail in partnership with Pinterest.

Recommended articles

<https://www.adweek.com/brand-marketing/diageos-virtual-platform-explores-the-relationship-between-drinks-and-tech/>