

Johnnie Walker unlocks the power of WhatsApp with Techsys Digital

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Johnnie Walker approached Techsys Digital to help launch their **limited-edition** White Walker bottle - a blend inspired by the icy villains that Jon Snow and his comrades must battle in the wildly popular TV show.

The goal was to provide guests at the Whisky Live Festival with simple entry mechanic (via Whatsapp) and a chance to win a bottle of White Walker when they purchase one of the other Johnnie Walker varieties.

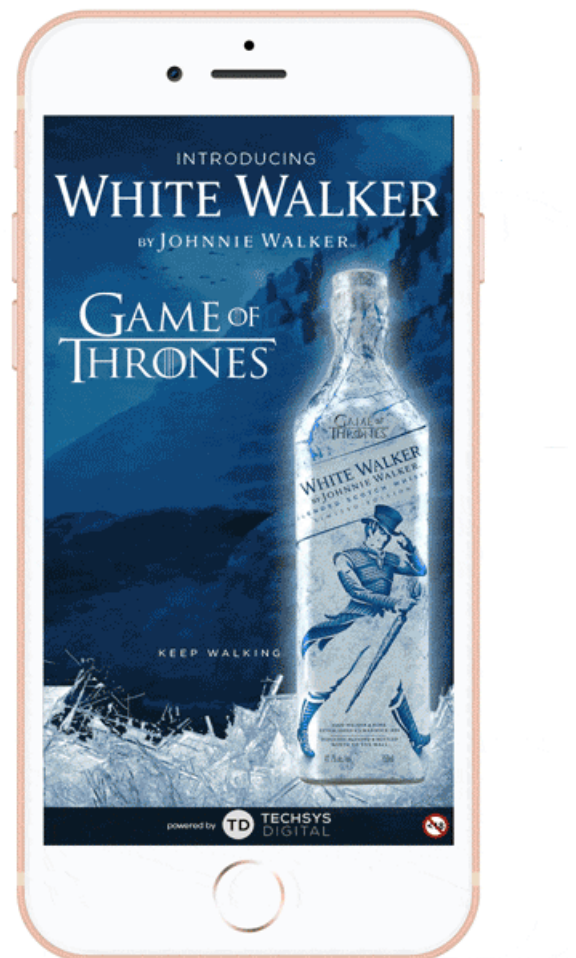


Thousands of consumers launched the Johnnie Walker chatbot and in a few easy steps entered the White Walker competition by uploading a proof of purchase and providing personal details.

“We wanted to try something that went beyond the tried and tested USSD and SMS lines. Johnnie Walker and Techsys stand for innovation, so we wanted to honour that with our approach,” explains senior e-CRM strategist Bronwyn Jack. “We know South African consumers love WhatsApp, and we’ve been working on chatbots for a while. By marrying the two we could provide an opportunity for participants at Whisky Live to experience a top-class competition by interacting with the Johnnie Walker bot.”

The Techsys Digital chatbot platform enables brand polls, loyalty campaigns, instant rewards, and on-pack competitions to name a few of its most popular features.

Techsys MD Andrew Walmsley says, “We are excited to be one of the first agencies in South Africa to enable the use of a WhatsApp Bot as a key digital touchpoint in our campaigns. It’s going to be very exciting to see what we can deliver for leading brands like Johnnie Walker and the broader Diageo brand portfolio.”



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