

# Makro & Pernod Ricard partner to bring the first Makro Distillery Digital Experience, exclusive to Makro Woodmead



## Key messages

- Makro saves our customers money by enabling them to live better lives.
- Providing consumers with omnichannel experiences.
- Offering premium liquor

**M**akro launched a first in South Africa with a digital premium

liquor experience at their newly revamped Woodmead Liquor Store in Johannesburg North, in partnership with Distiller Pernod Ricard.

The opening event boasted a luxurious cocktail ambiance which hosted Mzansi A-listers such as Anton Jeftha, Kay Sibiyi & Ayanda MVP to usher in the in-store transformation.

Open to the public until February 2023, this in-store immersive digital installation is made up of the Chivas personality test booth, the Glenlivet whiskey pairing interactive station and the Jameson mixology quiz which are all based on applications that customers are familiar with – making it a seamless and engaging customer journey.

“The Covid-19 pandemic has been the greatest accelerator of transformation. Consumers now look for unified physical store experiences that match with their online engagement. Retail establishments are fighting for market share and



one of the ways Makro is trying to distinguish itself from the rest is by offering unique and tangible experiences for the consumer, giving customers reasons to engage and enjoy our brands. We are helping customers to choose and enjoy their favourite brand through an immersive 3-way experience,” said Zain Naidoo, Brand, Creative & Communications Executive at Massmart Wholesale.

According to recent Accenture research, it is estimated that the adoption of digital technologies in retail sector will create about R411 billion in value for the South African consumer industry, consumers and society between now and 2026.

The research further identifies digital themes

such as e-commerce, a digital fulfilment chain and physical store transformation as pivotal to achieving this value.

“This unique, interactive and fully immersive experience has been modelled around a distillery theme which enables shoppers to interact with three iconic whisky brands using state of the art audio and video technologies,” said Ashley Lovell, Head of Consumer Trade at Pernod Ricard.

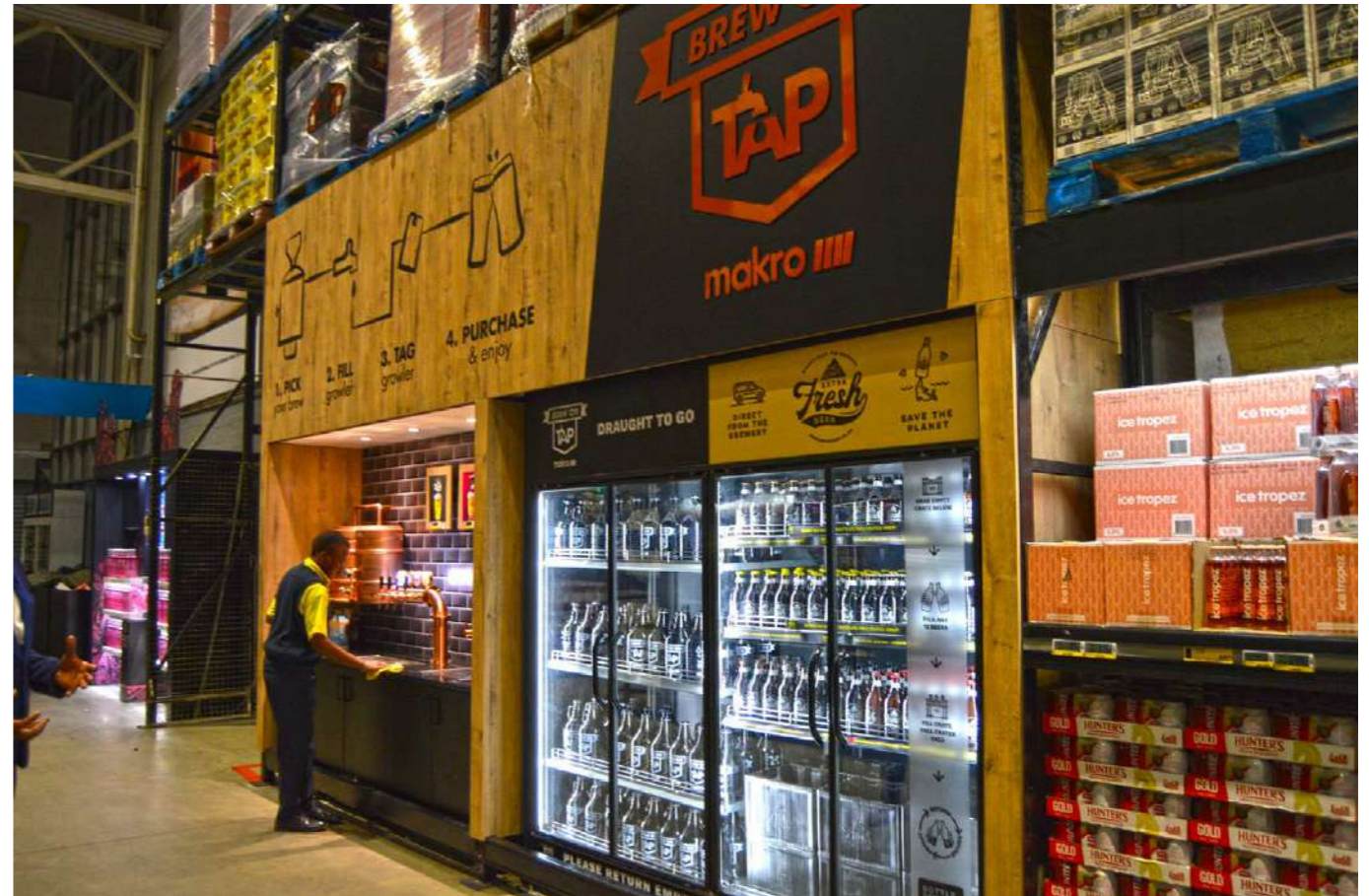
Digital design features include the Chivas personality test booth, the Glenlivet whiskey pairing interactive tables and the Jameson mixology quiz making this distillery experience a must see.

Another first, was the Brew on Tap craft beer stand. Kevin Maier, Merchandise Vice President at Makro Liquor said, “We want to bring our customers the freshest draft beer at unbelievable value. We have three beers for customers to choose from. We encourage our customers to also keep an eye out for additions to the range including limited editions, collaborations, and guest beers.”





# IN-STORE INNOVATIONS





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