

## INVESTING IN YOUR ARCHIVE: Expansion and upgrade of the Diageo Archive

In March 2012 a proposal was created to expand and upgrade the current facilities and resources at the Diageo Archive to meet the current and future needs of the business. We had outgrown our current facilities in physical terms but also in the way that we could support our users and in the experiences that we could offer our visitors. To fulfil our current storage needs and those for the foreseeable future we needed to build an additional Archive store, with appropriate air handling and storage systems. And to suit the growing numbers of visitors and the range of visitor experiences required we needed to build and develop a bespoke area to host groups.

An investment of £1.5 million was granted and is testament to the value that Diageo places not on the history and heritage of the company and its brands but the role that the Archive has developed within the business. Building work started in June 2013, was completed by February 2014 and was opened to the business in June 2014. The centre piece of the upgrade was the creation of our 'liquid library' which initially held 4000 bottles dating from the 1880s through to the present day. This new space is a perfect way to engage with visitors and give them an overview of our spirits category heritage from the last 400 years. It has most definitely put our Archive on the map as a place where all Diageo employees should visit, if they can, to become knowledgeable about our brands and passionate ambassadors for them.

It is key for us to keep our Archive as relevant to the business today as possible, and, to continue to develop the services that we provide. Through the upgrade we really wanted to make it a destination within the business - a place where marketers want to: visit to understand and use the rich history and heritage of their brands; send their agencies for inspiration and knowledge; bring influencers, media, customers and consumers to celebrate our brand stories by giving them bespoke and unique brand experiences, and; to use the Archive as the venue for brand launches and PR events.

The results have been overwhelming and have demonstrated that there was a real need for us to develop the Archive in this way. Our visitor numbers were up by more than over 300% in the first year since the opening. We have seen people from across the business engage with our Archive as never before and this has helped the Archive team to become even more integrated into the business. We have hosted visits from various leadership teams across the business and a real highlight was our CEO, Ivan Menezes making a special trip to see the new Archive facilities and spend some time with the team.

Awareness about the Archive is at an all time high. We have used the upgrade of our Archive to re position and re brand the Archive within the business and to embark on an internal communications programme to really shout about our Archive internally. And this is something that we will continue to do to keep the awareness and engagement levels up and to demonstrate that the ongoing investment in our Archive delivers results to the business.