

William Grant & Sons creates “The Lookout” app to support GTR team

William Grant & Sons (WGS) has created an app designed to support the global travel retail channel and the staff within, called “The Lookout.” With the help of its partners at Quantum, WGS recently welcomed its brand ambassadors to the app.



The app was launched as part of an integrated program devoted to the support of GTR staff and customers

“Global Travel Retail has always been an important channel for most drinks brands and, whilst the last few years have been difficult for everyone, there are few channels that have been as directly affected as the GTR space,” says Lindsay Hitzeroth, Head of Customer Marketing, GTR – William Grant & Sons.

“The lockdown was hard for everyone, but we made sure that we kept our global family close,” she explains. “We had a program of regular get-togethers and tastings as well as a few special treats to keep up morale, from live gigs to appearances from some of our master distillers and people at all levels of the company.

“The Lookout app gives us the perfect platform to continue our commitment and support of GTR, helping our passionate team across the globe access the most up to date information and brand experiences so that they can, in turn, share our incredible world with their customers.”



Hitzeroth says GTR has always been important to William Grant & Sons, just for the obvious reasons, but also for the “fantastic family of Brand Ambassadors that we have worldwide”

Adds Andy Chinnock, Client Services Director, Quantum: “The whole team is really proud of this project, and The Lookout App is an excellent example of best practice for the channel. From the outset, our goal was to re-imagine and redefine the luxury Scottish experience, providing a home for our GTR team and an engagement platform that motivates, inspires, and educates our Brand Ambassadors. It’s great to see this digital experience come to life. The app captures the spirit of William Grant & Sons’ commitment to this exciting channel.”

Follow these links to watch the teaser video:

<https://vimeo.com/664170140>

<https://vimeo.com/657448267>