

Packaging changes are easy to debate & hard to land.

Whyte & Mackay and Dragonfly AI
share how Shopper Insight was used to
validate a simple but ambitious idea:

Make Whisky Easier to Shop

SPEAKERS



Cameron Ross

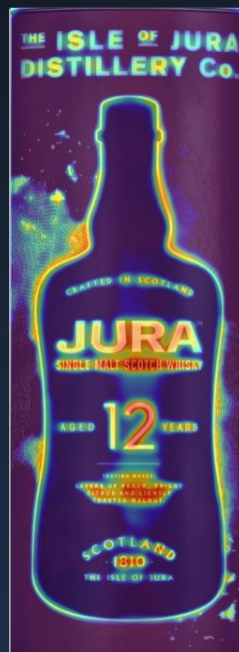
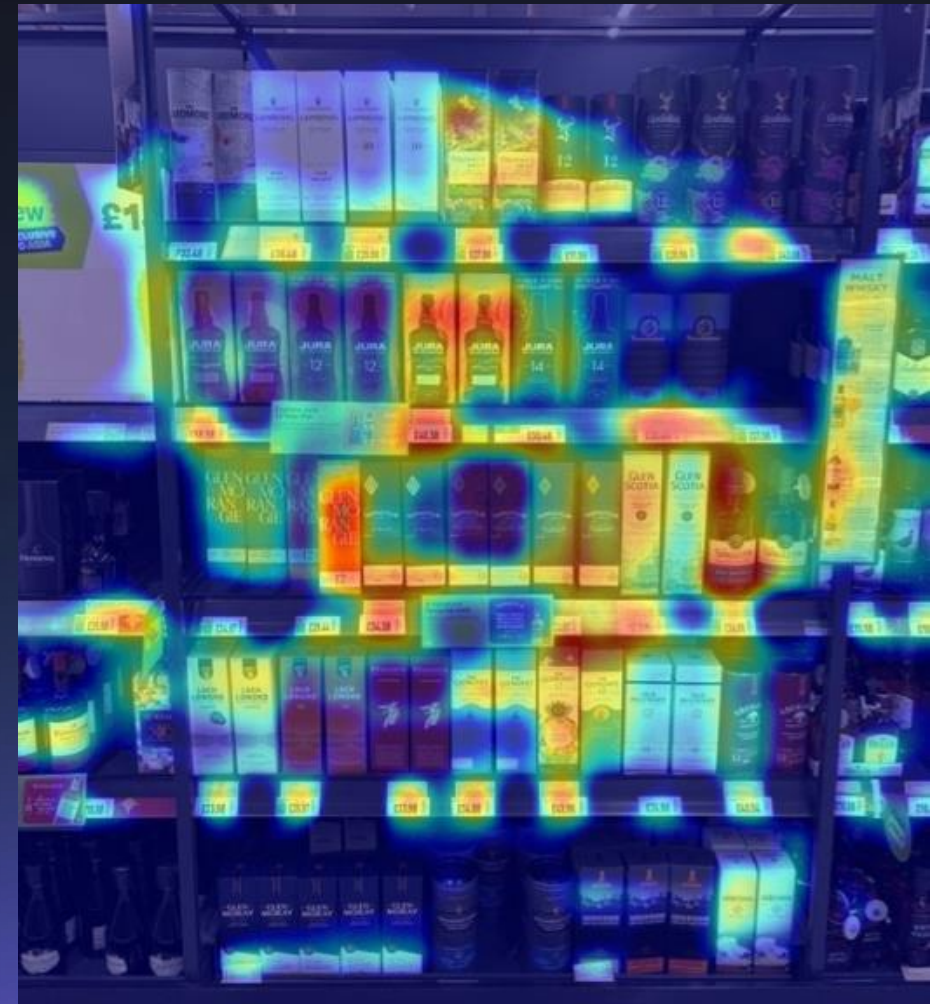
International Category Manager,
Whyte & Mackay



Kate Nunan

Principal Customer Success
Manager, **Dragonfly AI**







Dragonfly AI

Unlock Your Creative Edge

Come see us at our booth
if you have more questions