

# Techsys Digital lands Johnnie Walker business

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Techsys Digital is delighted to have been appointed by Johnnie Walker as their lead CRM agency.



The new partnership will focus on ensuring Johnnie Walker has a solid strategy to engage and reward its customers.

Founder and MD of Techsys Andrew Walmsley says, "To partner with **such a premium brand** and take the lead on eCRM and loyalty is truly exciting for our agency."

Techsys' pre-existing relationship with Diageo (having previously worked on Captain Morgan and Smirnoff) means there is a deep existing understanding of consumer data requirements, from both a technical and compliance perspective.

Diageo brands across the globe are focussing on forming strategic relationships with key agencies in each region and Techsys Digital looks forward to a close partnership with Johnnie Walker's lead agency and brand team.

Johnnie Walker joins a host of top class CRM clients currently managed by Techsys, which include V&A Waterfront, Windhoek Beer, Smirnoff, Captain Morgan, WeFix and others.

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