

Kinahan's Irish Whiskey Launches First Digital Brand Ambassadors in 3D Virtual Reality

THE NEXT GENERATION OF DIGITAL BRAND AMBASSADORS WILL ENHANCE CONSUMER EXPERIENCE WITH CUTTING-EDGE TECHNOLOGIES

DUBLIN, IRELAND, November 17, 2021 /EINPresswire.com/ -- Kinahan's Irish Whiskey launches the industry's first digital brand ambassadors in 3D virtual reality via [Kinahans.World](https://www.kinahans.world) as part of its Metaverse projects.

Nestled in over 200 years of history, Kinahan's Irish Whiskey is one of the most innovative whiskey crafts implementing consumer facing technologies such as Non-Fungible Tokens (NFTs), Augmented Reality (AR) and Virtual Reality (VR).



The industry's very first digital brand ambassadors in virtual 3D environments will have a character and style that represent a specific Kinahan's product. Overtime, they will become fully rigged hyper realistic AI enabled digital humans with additional features and technologies to allow full consumer interaction. Kinahan's digital ambassadors will start appearing across several media platforms from the 15th of November 2021. They will be part of Kinahan's marketing campaigns of both existing and forthcoming whiskey ranges as well as other digital products, including NFTs.

“

"The new Kinahan's metaverse experience will become the next gateway to consumer education and interaction"."

Zak Oganian, Director at Kinahan's

"Building meaningful relationships with consumers is an integral part of our brand longevity" commented Kinahan's director Zak Oganian. "For Kinahan's, implementing new

technologies is going to be a journey of trial and error. Once we get it right, the next generation

of whiskey drinkers will enjoy a new enriched reality”.

By implementing new tech capabilities in line with the brand DNA of quality and innovation, Kinahan’s is enriching its brand identity with advanced technologies to build a new value proposition for the next generation of customers.

“Technology is a key element for our brand to evolve”, continues Oganian. “Virtual reality, for example, is bound to change our interaction with consumers with better usability, improved functionality and more accessibility. For quite some time now, we have been witnessing a very steady creation of Virtual Reality. Within just two years of COVID-19 and global isolation, societies around the world have thrust into a much more intimate relationship with technology. The new Kinahan’s metaverse experience will become the next gateway to consumer education and interaction”.

Kinahan’s metaverse projects will include 3D and AR-enabled objects ranging from digital whiskey casks and other branded items, created in collaboration with upcoming digital NFT artists.

Kinahan’s new technologies are developed and powered by Swiss based FoodTech [Generation 7 Group](#) (G7G) specialising in developing and implementing digital capabilities and offline-to-online integrations.

Notes to editor :
About KINAHAN'S IRISH WHISKEY CO.



The iconic Irish whiskey brand, Kinahan's Irish Whiskey was founded in 1779. One of the world's oldest brands of whiskey, it was historically known as "the pioneer of Irish whiskey", and has recently been lauded for its modern-day innovations within the category.

To find out more about Kinahan's projects and products releases please visit

www.kinahanswhiskey.com

To find out more about Kinahan's Digital Brand Ambassadors projects please visit

www.kinahans.world

About GENERATION 7 GROUP

Generation 7 Group is a seven brand powerhouse focusing on developing and implementing science and technology to improve efficiency, sustainability and longevity of valuable heritage brands. G7G is connecting the world's most valuable heritage brands with cutting-edge technologies, to build a new vision and value proposition for the next generation of consumers.

To find out more about G7G , visit www.generation7group.com

A 'metaverse' is a hypothesized iteration of the internet, supporting persistent online 3-D virtual environments through conventional personal computing, as well as virtual and augmented reality headsets (source: Wikipedia).

John O'Brian

Kinahan's Whiskey Co.

hello@kinahanswhiskey.com

This press release can be viewed online at: <https://www.einpresswire.com/article/556469667>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.