



Virtual concerts benefit artists and brands | Photo source [Anton Mislavsky on Unsplash](#)

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BEVERAGE BRANDS AND ECOMMERCE PLATFORM LAUNCH VIRTUAL CONCERT EXPERIENCE



RETAIL

JD.com is hosting a weekly live-streamed show, with brands like Rémy Martin and Carlsberg offering beverages to an online audience

Spotted: As lockdowns and restrictions on gatherings of more than a few people continue around the globe, many people are missing their nightlife. At the same time, many liquor brands are facing a decrease in profits. To help both, Chinese eCommerce company Jingdong (JD.com) has teamed up with Taihe Music Group to offer an online clubbing experience.

JD is hosting a weekly, three-hour live-streamed show. During the show, brands such as Budweiser, Rémy Martin, Carlsberg and Pernod Ricard promote their beverages to an online audience. Viewers have the opportunity to order the advertised products from JD during the show.

The company has reported that the shows are a success both for viewers and brands, with one brand reporting a 70 per cent increase in the sale of its whiskey products during the show. JD has announced that this is a long-term project, and the company plans to create live-streaming marketing opportunities for additional categories besides liquor in the future.

Using live-streaming to drive sales is not a new idea, but the method has seen a big growth in use during the pandemic. At Springwise, we have covered a number of innovative uses, including a [product launch](#) and a [fashion show](#).

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Takeaway:

The COVID-19 pandemic has meant that businesses have needed to find new ways of working – and of reaching their customers. As people will likely need to follow social distancing rules for the foreseeable future, companies will need to continue finding innovative solutions. For both brands and artists, the virtual concert is a chance to get in front of an audience again. For JD, the concerts demonstrate the value of a live-streaming platform, and audiences benefit from the chance to see their favourite acts. It's a win-win-win.