

# Case study 17 - online interactive event

## Using: Zoom, Hop Drop app

### BrewDog Online Bar

In response to the closure of their tap rooms and bars due to Covid19, BrewDog innovated by launching the first ever "online bar", where anyone can register on their website to join every Friday at 6pm via Zoom.

Website: <https://www.brewdog.com/uk/onlinebar>

The idea is that those who wish to join, can order BrewDog beer directly from their own "Hop drop" app compatible with iOS and Android, developed especially so customers can buy beer, food, spirits and cider via the app and collect from one of their bars without having to leave their car in a drive-thru experience.

App: <https://apps.apple.com/gb/app/brewdog-now/>

<https://play.google.com/store/apps/brewdog.hopdrop>

Once back home, they can taste their drinks and join an online live pub experience named "Open Arms", via Zoom, which includes a pub quiz whilst still practicing social distancing.

Customers can pay online via the app or alternatively, order their drinks online in advance and get them delivered to their door.

