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MALIBU SAYS HELLO TO SUMMER WITH LIMITED-EDITION 'CONNECTED' BOTTLE

- Malibu is delivering a new experience for shoppers in store by unlocking the world of Ibiza Rocks via a Snapcode on the bottle
- Available exclusively to the grocery channel, the eye-catching new design will deliver stand out and elevate the shopper experience



To celebrate the start of summer, the UK's number one coconut flavoured rum¹, Malibu, is releasing a limited-edition bottle in partnership with Ibiza Rocks. In addition to the eye-catching design, which is guaranteed to increase stand-out on shelf, the design features a Snapcode leading to exclusive Ibiza Rocks content and holiday-season inspiration.

To unlock the exclusive bottle content, Malibu is encouraging shoppers to purchase a bottle and snap the Snapcode. The Snapcode will then lead to an exclusive microsite for all those who are verified by Snapchat as being over 18.

Drawing on a long-standing partnership with Ibiza Rocks, the bottle furthers Malibu's mission to find new and innovative ways to connect with its target audience of 18-24-year-olds. As the snow clears,

¹ Nielsen Total Coverage Period Ending 30.12.17

these consumers will begin planning their summer, whether that be holidays, new experiences or simply elevating time at home with friends. A microsite, unlocked by the Snapcode, hosts a range of inspiration for this such as, an Ibiza Rocks Spotify playlist, plenty of Malibu Summer drink recipes and a competition to win a holiday to the Ibiza Rocks Hotel.

Toni Ingram, Head of Marketing at Pernod Ricard UK, comments: “We know our shoppers are constantly seeking new experiences around their passion points of holiday fashion and music. By creating a Snapcode-unlockable bottle we are bringing the vibrant Ibiza Rocks and Malibu partnership into the last three feet. Malibu has worked with Ibiza Rocks to create experience led branded sampling for the last four years, featuring aspirational occasions such as, pool parties by Craig David at the Ibiza Rocks Hotel and Instagrammable boat parties.

“Taking our partnership to the next level, this co-created bottle allows us to close the loop, connecting our digital experience to driving footfall in store. Ibiza is one of the lead destinations for British 18-24-year-olds to holiday and this, together with its association with summer, has made it the perfect fit for the Malibu brand.”

The Malibu Ibiza Rocks limited-edition bottle contains 70cl Malibu Original liquid and is available now in both Tesco and Asda stores, with an RRP of £15. In-store promotion, such as aisle fins, and online advertising will support the campaign.

-ENDS-

For more information, please contact Lottie Sylvester at Pernod Ricard UK on 07979 396468 or charlotte.sylvester@pernod-ricard.com.

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €9,010m in 2016/2017. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob’s Creek,



Lamb's, Ballantine's, G.H. Mumm, Graffigna and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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