

Press Release - Paris, November 7, 2018
Paris Photo 2018

PERNOD RICARD SHOWCASES ITS 43RD ‘CARTE BLANCHE’ - “GO THE EXTRA MILE” BY ARTIST KOURTNEY ROY

For the fourth year in a row, Pernod Ricard will exhibit its annual artistic campaign at Paris Photo – the renowned international photography fair. The event will be held at the Grand Palais from November 8 to November 11, 2018.

As revealed last June during its annual Summer Party at the Centre Pompidou, of which it is the leading sponsor, Pernod Ricard entrusted famous Canadian photographer Kourtney Roy with its 2018 *Carte Blanche*. Like every year, the only requirement is to feature Pernod Ricard employees: “Go the Extra Mile” puts 18 employees center stage. Kourtney Roy was largely inspired by vintage Hollywood and chose to set the campaign in Las Vegas.



For Olivier Cavil, Pernod Ricard’s Communications Director, “the contrast with the calm and soothing intimacy of Martin Schoeller’s New York studio in 2017 could not be more striking. After the truth of close-up faces comes Kourtney Roy’s universe – highly stylized and scenarized. Self-improvement, bravery, commitment, and the courage of taking yourself out of your comfort zone are values that remain. This perfectly epitomizes our campaign’s name –**Go The Extra Mile**”

For the second year in a row Pernod Ricard is true to its *Créateurs de Convivialité* motto with 1,000 invitations to Paris Photo given away to the public.

Before going to see the show, immerse yourself in Kourtney Roy’s world by watching [So Beautiful](#), an unprecedented music video featuring 18 employee models.

To find out about "Go The Extra Mile", visit Pernod Ricard’s D1 stand at Paris Photo.

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About Pernod Ricard

Pernod Ricard is the No.2 worldwide in Wines & Spirits with consolidated sales of 8,987 million euros in FY18. 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 industry: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines. Pernod Ricard employs a workforce of around 18,900 people and operates through a decentralized organization, with 6 "Brand Companies" and 86 "Market Companies" established on each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values guiding its expansion: entrepreneurial spirit, mutual trust, and a strong sense of ethics. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 index.

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