



Pernod Ricard

Marketing in the digital age

Consumer Centricity powered by Digital

— ..

25 June 2019





Eric BENOIST

Global Marketing & Commercial Director

Eric Benoist is an ESCP Europe graduate in Marketing, and gained his initial experience in Marketing with Bahlsen France (1986-1988) and Henkel France (1988-1993). He joined the Group as Brand Manager, non-alcoholic beverages at the Headquarters in Paris in 1993, where he became Marketing Manager, Spirits, in 1994. He was appointed Marketing Director of Pernod Ricard Asia in 1997, and Managing Director, Pernod Ricard Japan in 2000, Marketing Director of Martell Mumm Perrier-Jouët (MMPJ) from 2003 to 2009, Eric then became Marketing Director of Chivas Brothers Ltd in 2009, a position he held until 2015 when he took the responsibility of CEO of Pernod Ricard Poland and Central Europe. He was appointed to his current role in July 2018.



Pierre-Yves CALLOC'H

Digital Global Acceleration Director

Pierre-Yves Calloc'h, a graduate from the Ecole Polytechnique in Paris, started his career within the Group in 2003 as IT Director for Ricard SA. He moved to Sydney in 2006 as Chief Information Officer of Pernod Ricard Pacific and in 2009, he was appointed Organisation and Information Systems Director of Pernod Ricard Europe. In 2011, Pierre-Yves was appointed Managing Director of Pernod Ricard Colombia. He joined Pernod Ricard Headquarters in 2017 and has held his current role since.



Florence RAINSARD

Consumer Insights Director

Florence Rainsard graduated from Université Paris Nanterre with a degree in Law. She started her career at TNS Sofres in 1994, where she was promoted to Director of Research in 2001. From 2003 to 2006, she was Director of Fast Moving Consumer Goods (FMCG) clients at BVA Group. She joined Pernod Ricard Headquarters in 2006 as Consumer Insights & Marketing Manager and has held her current role since 2015.

Agenda

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01. Sharper consumer insights
02. Maximised digital consumer engagement
03. Data-based planning and ROI measurement

Agenda

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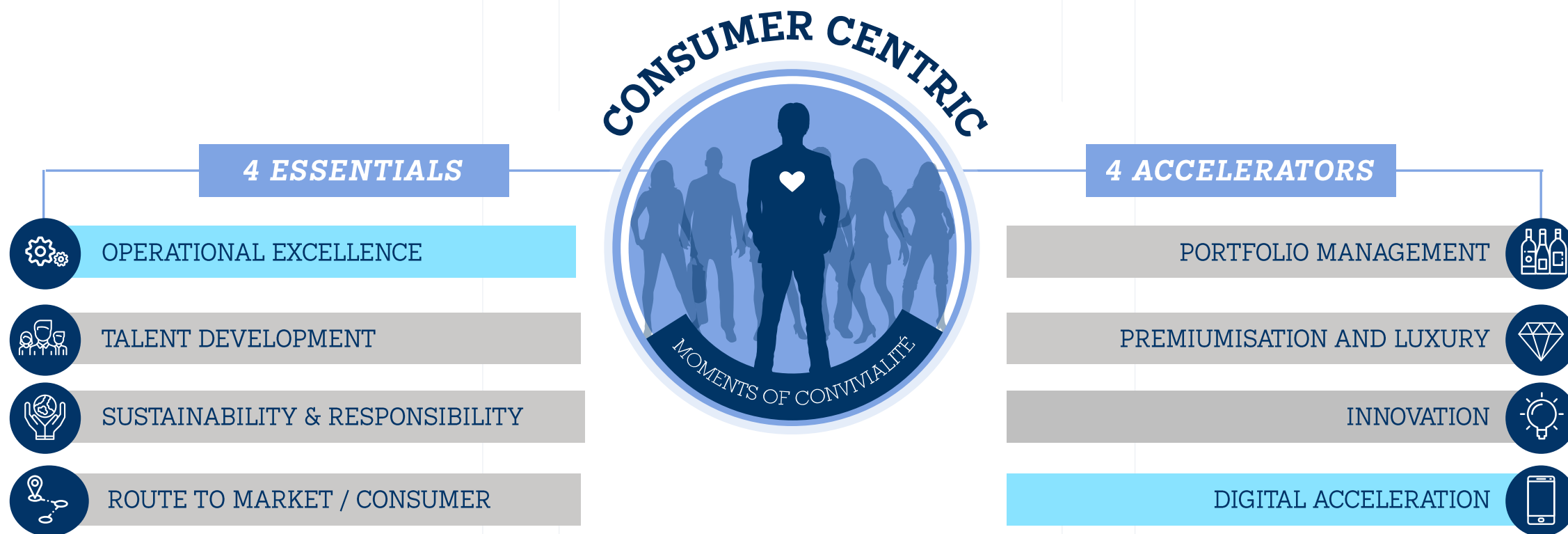
01. Sharper consumer insights

A deep consumer understanding
to design strong brand strategies

02. Maximised digital consumer engagement

03. Data-based planning and ROI measurement

Consumer Centricity is at the heart of our FY19-21 Transform and Accelerate strategic plan



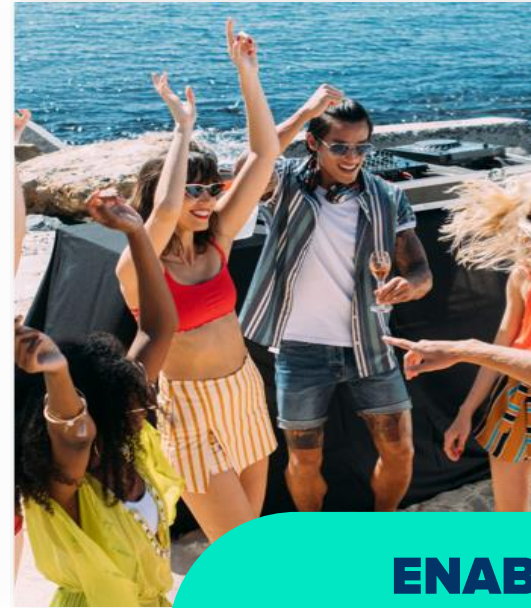
On-going and active listening of our Consumers

Consumers talk a lot

- ➔ On Social Networks, Blogs, Reviews, etc....
- ➔ On all topics, talking about WHEN, HOW, WHERE and with WHOM they consume our products

We need to listen to their own words

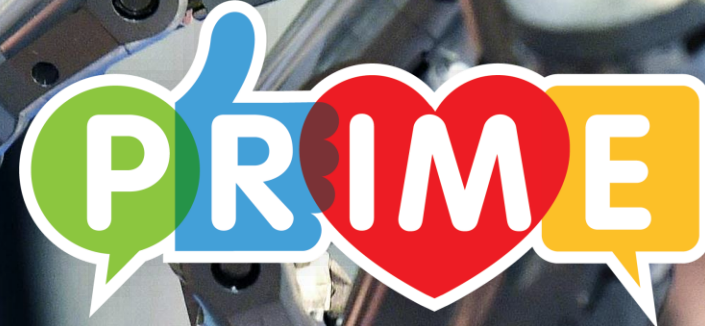
- ➔ Their words but also the images and videos they post
- ➔ A huge volume of available data
- ➔ In real time



**ENABLED BY THE
DIGITALISATION OF OUR
INSIGHTS TOOLS**



THAT'S WHY, AT PERNOD RICARD,
WE DEVELOPED A
BREAKTHROUGH TOOL
TO GET A DEEP UNDERSTANDING
OF OUR CONSUMERS, IN REAL
TIME, LEVERAGING DIGITAL
SOURCES OF DATA AND DATA
SCIENCE (AI)





A proprietary and innovative measurement ecosystem to track the performance of our brands and their key activations

Integrating multiple data sources



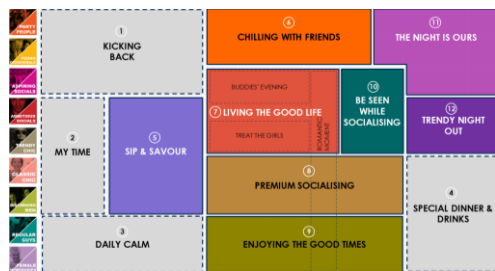
Quantitative Study



Social Listening

Covering the consumer reality

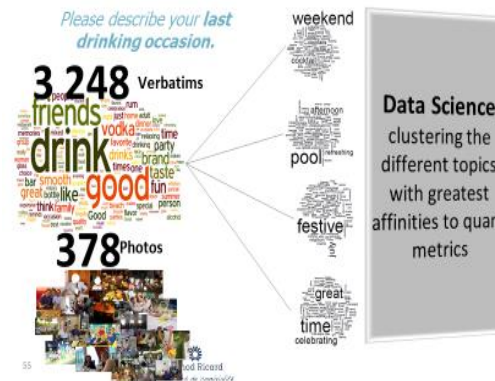
By moments of Convivialité



Truly listening to consumers



Using Artificial Intelligence



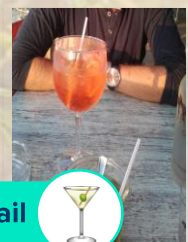
Social listening enabled by AI, allowing to quantify a huge volume of unstructured data: a revolution in the world of market research



#fridaynight



#mojito



#cocktail



#friends&drinks



25% High quality product

8% Cool smooth taste

5% A drink to party

10% A drink for lovers

9% My favourite strong drink

...



#familytime



#sunshine



#withmylover



#beers



#selfies



#topBBQ



An example from China



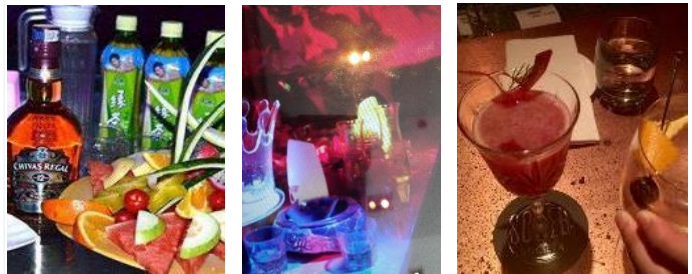
WHISKY HAS STRONG MOMENTUM IN CHINA

especially amongst Younger LDA+ population. It is growing in volume, considered as much as Cognac and is a fairly popular topic on Social media



FAMILY KTV, A SWEET SPOT FOR CHIVAS IN CHINA

Consumed either in Relax Moments or Night Out, Chivas is also a Trendy brand and **the most associated brand to Family KTV**. A very interesting sweet spot, setting Chivas apart from its direct Whisky competitors and Cognac brands.



A DRINK FOR FAMILY KTV

(Quantitative Image Association - Indexed)



An example from China



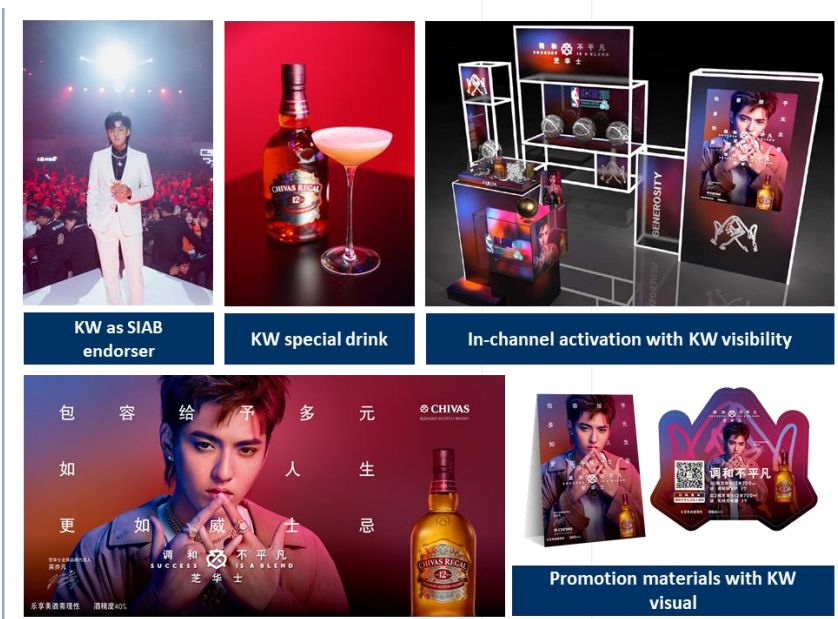
FAMILY KTV, A SWEET SPOT FOR CHIVAS IN CHINA

Chivas Family KTV activations have generated tremendous consumer engagement on social and made Chivas **No.1 Spirits brands in social buzz ranking.**



Chivas developed activations to **target this special moment** and **stay connected with its younger LDA+ target**

Kris Wu endorsing **SUCCESS IS A BLEND** campaign building brand impact in Family KTV

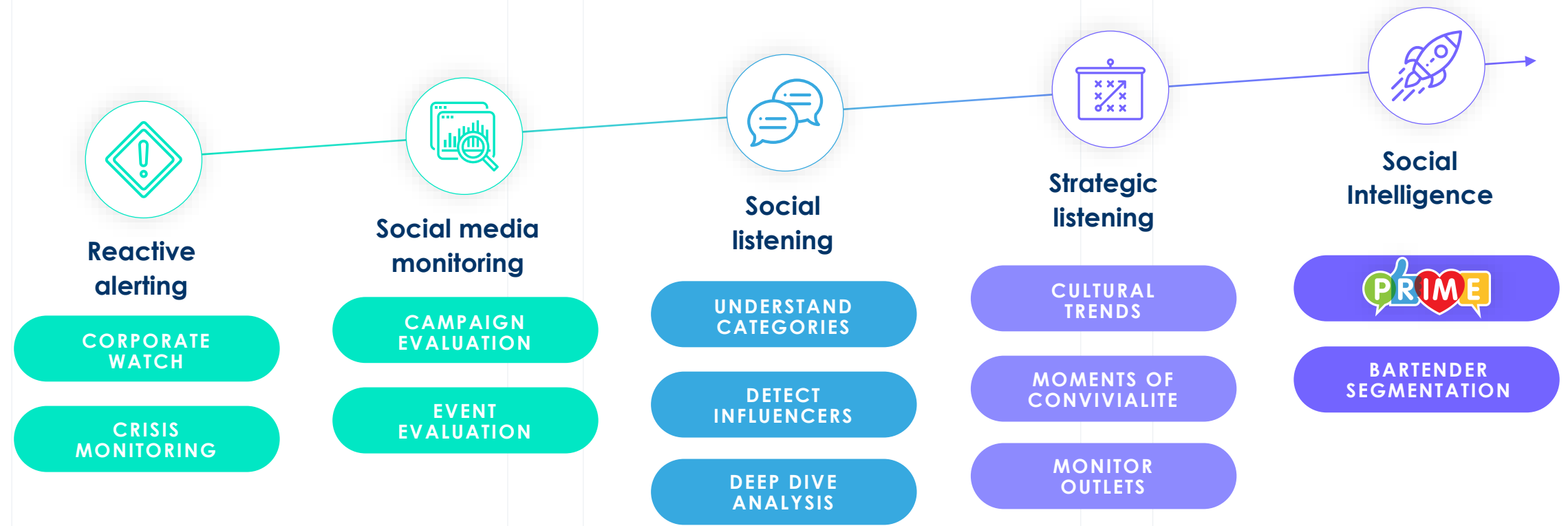


Significant Uplift in engagement

Beyond , social listening is becoming more and more strategic for Pernod Ricard

A best in class technology

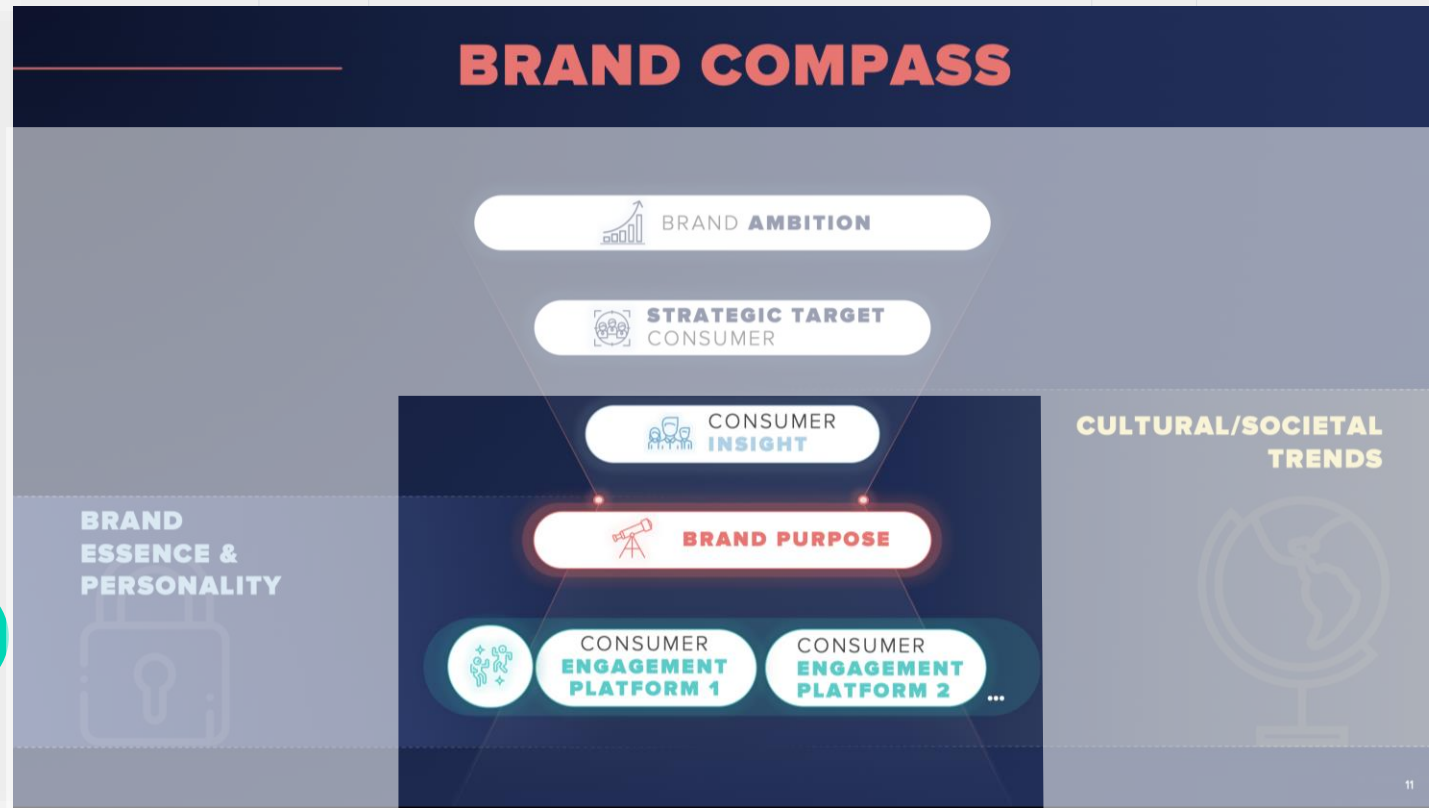
Used for all core business questions



Our sharp insights are today at the heart of our brand strategies leading to....

SHARPER
BRAND
PURPOSES

BRAND COMPASS



STRONGER
CONSUMER
ENGAGEMENT
PLATFORMS

A deep insight identified from social listening, at the source of Brand purpose



#BECAUSESUMMER

RESULTING IN STRONGER ENGAGEMENT PLATFORMS
BOTH ON-LINE AND OFF-LINE



1

DIGITAL & INFLUENCER
CONTENT TO INSPIRE
SUMMER FUN



2

FUN & INSPIRING
SUMMER EXPERIENCES



3

LAST THREE FEET
PROGRAMMES & TOOLS
(ON & OFF-TRADE)
THAT EMBODY SUMMER



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01. Sharper consumer insights

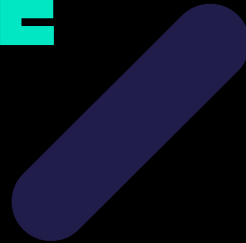
02. **Maximised digital consumer engagement**

21st century content production
More efficient media buying
Tailored e-CRM

03. Data-based planning and ROI measurement



**HUMAN
ATTENTION
IS NOT
WHAT IT
USED TO BE**



« One to many » has become « many to one »

There are new ad formats available every day, **tailored to the moment of consumption**

facebook

ON-THE-GO

SHORT, SNACKABLE CONTENT



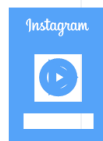
Photo



Cinemagraph,
GIF



Slideshow



1-6 sec
Video



360
Photo



LEAN FORWARD

INTERACTIVE, LONGISH CONTENT



6-15 sec
Video



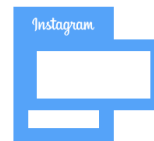
Canvas



IG Stories



360
Video



IG Panogram



Video/Photo
Carousel



Collections



LEAN BACK

LONGER, MORE IMMERSIVE CONTENT



15 sec +
video



15 sec +
video



Live
Streaming



Audience
Network



In-stream
Video

**CREATIVE PRODUCTION
NEEDS TO BE OPTIMISED
TO TARGET THE AUDIENCES
WITH THE RIGHT CONTENT
AT THE RIGHT COST**



MOTION DESIGN



COPYWRITING



VIDEO/PHOTO
PRODUCTION



BLUE STUDIO
by Pernod Ricard



WEB CREATION

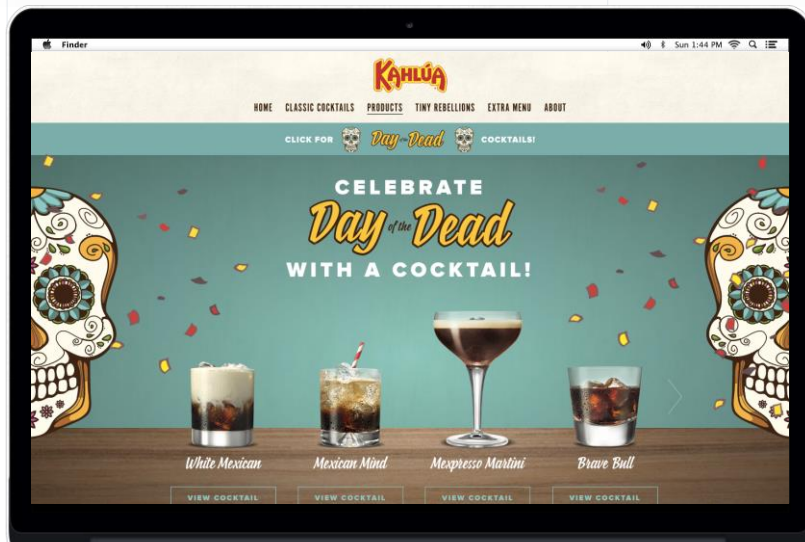
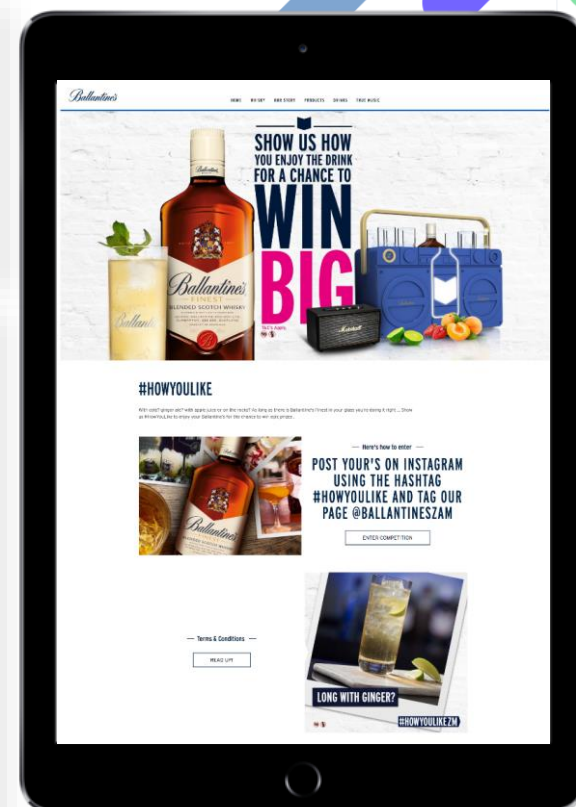
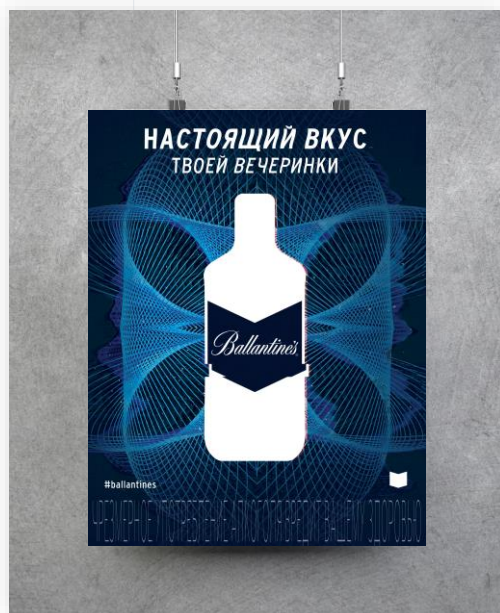


ARTISTIC DIRECTION

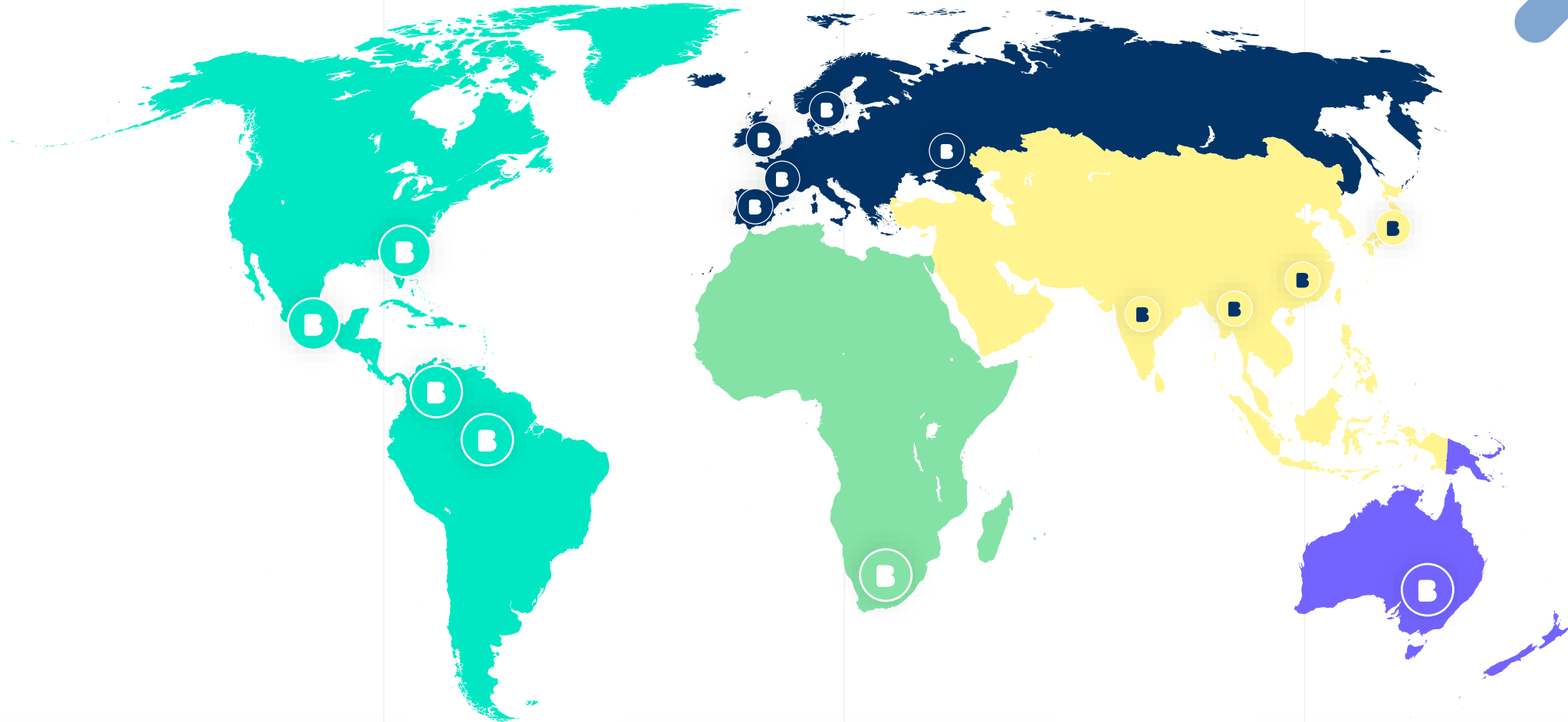


SOCIAL MEDIA

Wide range of assets produced internally



19 studios across brands & markets, balancing global consistency and local cultural relevance



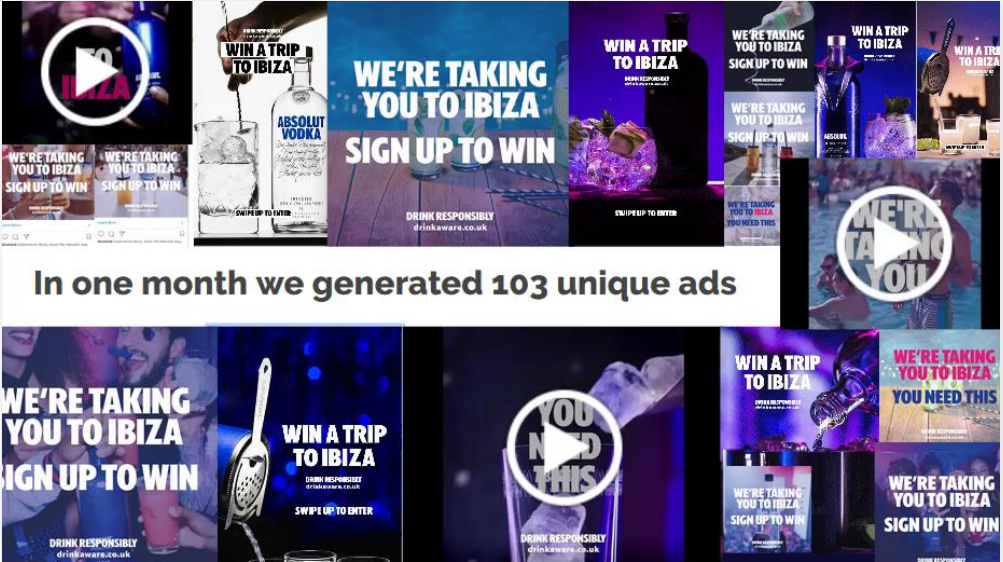
**20 TO 30% SAVINGS VS.
TRADITIONAL AGENCIES**

**HIGHER REACTIVITY
BETTER QUALITY**

**BUILDING
STRONG CAPABILITIES**

Content generated through data and AI

With AI tools we can adapt creatives on the go without the need of extra production



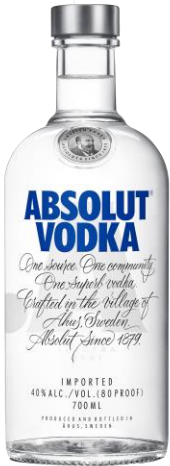
AI automatically creates assets based on the best performing ads



Dynamic creative updating location automatically in a video

51%*

Improvement in engagement



35%*

Improvement in brand recall

* Figures based on pilot campaign

An organisation to internalise media buying concentrating expertise in 5 hubs



Global hub for
Brand Companies



Regional hubs in
North and South America,
Asia and Africa

PROGRAMMATIC
MEDIA

SOCIAL
MEDIA

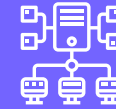
SEARCH ENGINE
ADVERTISING

DIGITAL
OUT OF HOME
AIRPORT

OPTIA our proprietary Artificial Intelligence tool applied to Media



**1,9 billion lines of data
from 28 countries**



**Artificial Intelligence
engine**



**An optimisation tool for marketers taking into
account all past campaigns**

Automated recommendations on



Audience



Platform



Location



Format type



Website type



Time of the day

EFFICIENCY LEVER UP TO 26%

Executing effective CRM for closer consumer relationships

BUILD A **DIRECT, VALUABLE** AND **LONG-LASTING RELATIONSHIP**
WITH **OVER 10 MILLION** KEY CONSUMERS IN OUR DATABASE



Leads

WHO INTERACT

Consumers who react to brand communication by opening email, clicking on brand content, participating to events



Consumers

WHO BUY & CONSUME

Consumers who buy our products or/and go to brand events and tasting sessions



Lovers

WHO SHARE AND TALK ABOUT BRANDS

Consumers who share our events and recommend our brands

Personalisation at scale

Detailed consumer profiles and rich data allows us to tailor and personalise content.

Title / Gender	Ms (F)
First Name / Last Name	Joanna Doe
Date Of Birth	01/03/1990
Country	AU
State	New South Wales
City	Killara
Post code	2071
Email Address	TRUE
Mobile	TRUE
Lead Brand	Jacob's Creek

Red	X
White	X
Sparkling	X
Rose	X

<5.00	X
5.00 - 10.00	X
10.00 - 15.00	X
15.00 - 20.00	-
20.00 - 25.00	-
25.00+	-
50.00+	-

New Venues	6
Friends Over	5
Family Table	4
Aisle Confusion	2
Quality vs Average	5
Wine With Food	2
Wine Snobbery	3
Wine Advisor	6
SEGMENT (65% probability)	Confident Connectors



Mr (M)	John Doe
15/06/1983	AU
New South Wales	Mosman
2088	TRUE
TRUE	TRUE
Jacob's Creek	

X
X
-
X

-
-
-
X
X
X
-

6
5
6
4
7
3
5
5
Confident Connectors



Mr (M)	Chris Smith
25/01/1975	AU
New South Wales	Neutral Bay
2089	TRUE
TRUE	TRUE
Jacob's Creek	

X
X
X
X

-
-
-
X
X
-
-

2
4
4
4
5
4
6
5
Down to Earthier



Ms (F)	Sarah Smith
11/09/1960	AU
South Australia	Adelaide
5000	TRUE
TRUE	TRUE
Jacob's Creek	

X
X
X
X

-
-
-
-
X
X
X

7
5
7
4
7
5
5
5
Confident Connectors



*Example data, real data protected in line with GDPR guidelines

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01. Data based consumer insights

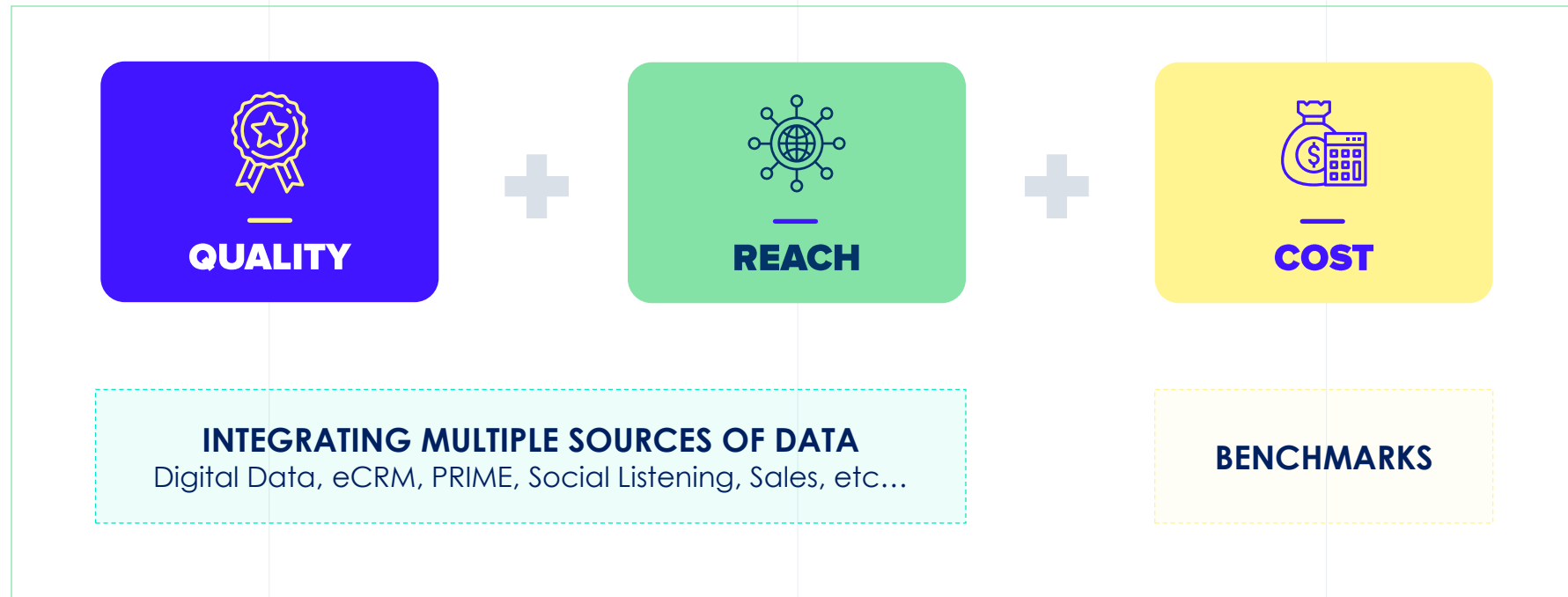
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03. Data-based planning and ROI measurement

03.

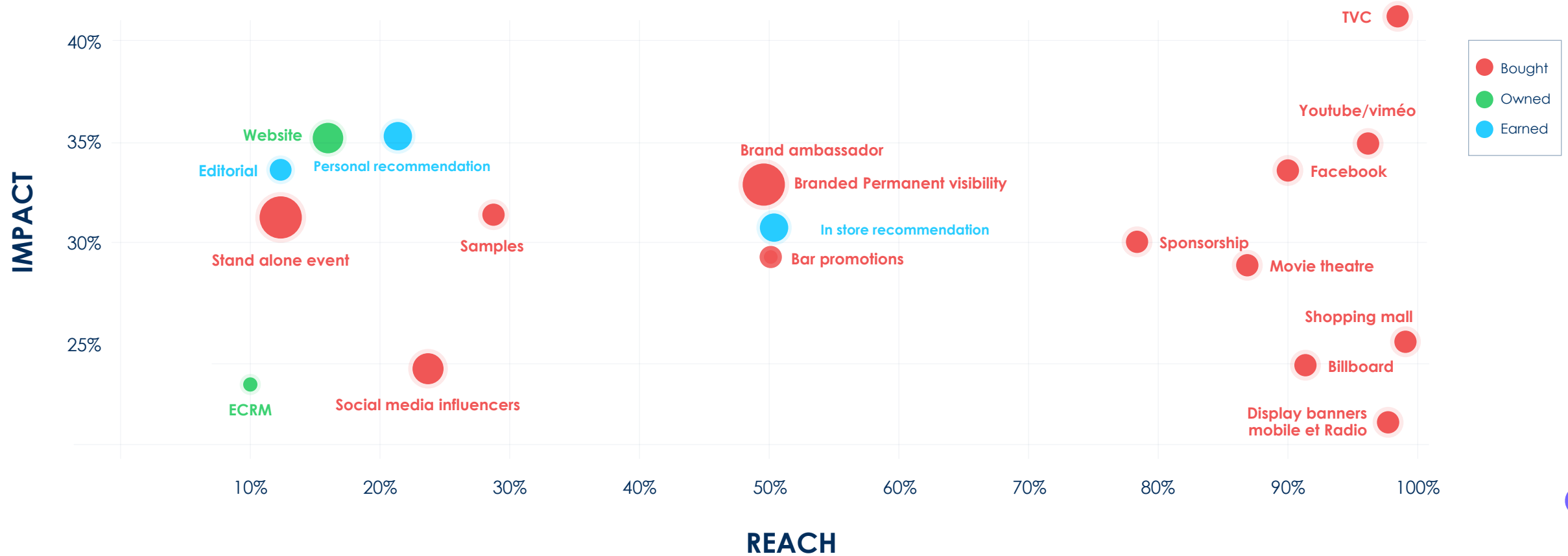
Measuring ROI systematically to maximise and optimise A&P allocation

Precise evaluation criteria depending on objectives



AI-powered marketing planning based on reach, impact and cost

Touchpoint plot



*Example chart

Best in class digital capabilities & tools

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**Sharper
consumer
understanding**

—

**Stronger brand purposes,
targeted and efficient
initiatives**

—

Superior ROI

—

Underpinning the FY19-21 Transform & Accelerate strategic plan