

# CONSUMER CENTRIC

## 4 ESSENTIALS



OPERATIONAL EXCELLENCE



TALENT DEVELOPMENT



SUSTAINABILITY & RESPONSIBILITY



ROUTE TO MARKET / CONSUMER



## 4 ACCELERATORS

PORTFOLIO MANAGEMENT



DIGITAL ACCELERATION



INNOVATION



PREMIUMISATION AND LUXURY





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# SEVERAL PATHS TO PREMIUMISATION

- ◆ PRODUCTS MORE PREMIUM THAN MARKET  
(EG. HIGH-END INDIAN WHISKIES)
- ◆ FROM LOCAL TO INTERNATIONAL SPIRITS  
(EG. AFRICA, LATAM)
- ◆ NEW CONSUMPTION OCCASIONS  
(EG. CHINA WITH ABSOLUT, BALLANTINE'S FINEST AND MARTELL DISTINCTION)



# BEYOND PREMIUMISATION: LEAD IN LUXURY





# DIFFERENT ESTABLISHMENTS, TAILORED PORTFOLIOS

## ICONIC

LE CERVOLE  
BY PERNO RICARDO



## LEADING PRESTIGE PORTFOLIO+



## PREMIUM PREMIUM PORTFOLIO+



# LE CERCLE PORTFOLIO





# LE CERCLE ENHANCES GROSS MARGIN

# THREE PILLARS OUR LUXURY STRATEGY



ROUTE TO  
MARKET

ROUTE TO  
CONSUMER

OUR LUXURY  
MINDSET

# ROUTE TO MARKET



## 35 MARKETS SO FAR

## ◆ ROUTE TO CONSUMER ◆

- ◆ INCREMENTAL PROFIT
- ◆ PRESENCE, VISIBILITY AND ACTIVATION  
AT ICONIC ESTABLISHMENTS
- ◆ RETAIL EXPERIENCES
- ◆ LUXURY CRM DATABASE

# ◆ OUR LUXURY MINDSET ◆

TRAINING

◆

LE CERCLE  
REPRESENTING  
LUXURY  
THE PERNOD RICARD WAY

◆





# ◆ TRAVEL RETAIL CREATES VALUE ◆

*Consumer engagement*





# ◆ TRAVEL RETAIL CREATES VALUE ◆

CRM



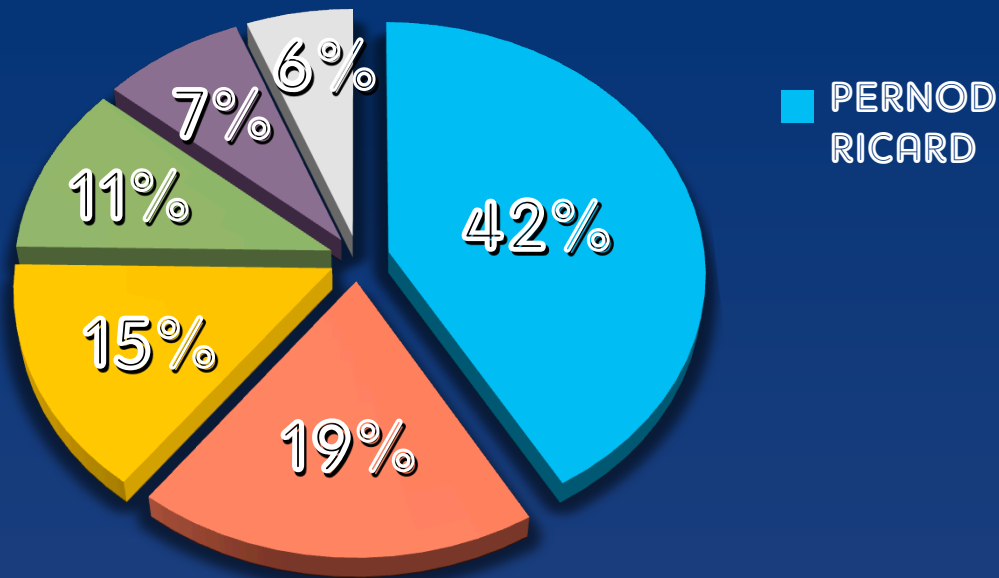
# ◆ TRAVEL RETAIL CREATES VALUE ◆

*Brand builder*

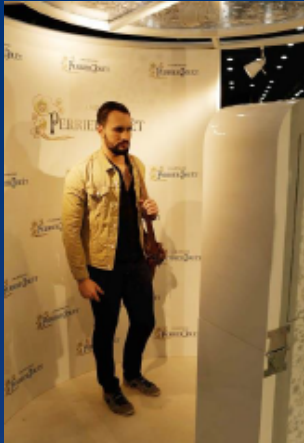


# → TRAVEL RETAIL, LARGEST MARKET FOR PRESTIGE ←

## PERNOD RICARD, CLEAR LEADER

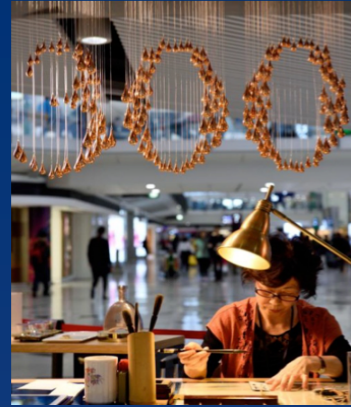


# ◆ PERRIER-JOUËT SÃO PAULO GUARULHOS INTL. AIRPORT ◆





# MARTELL POP-UP HONG KONG



# MARTELL POP-UP PARIS CDG



# ◆ TRAVEL RETAIL CORE TO PREMIUMISATION ◆

UTILISE THE TRAVEL TRAIL

LINK WITH DOMESTIC MARKETS

LUXURY: THE LITTLE THINGS MATTER



