

CONSUMER CENTRIC



4 ESSENTIALS

-  OPERATIONAL EXCELLENCE
-  TALENT DEVELOPMENT
-  SUSTAINABILITY & RESPONSIBILITY
-  ROUTE TO MARKET / CONSUMER

4 ACCELERATORS

-  PORTFOLIO MANAGEMENT
-  DIGITAL ACCELERATION
-  INNOVATION
-  PREMIUMISATION AND LUXURY



ANTONIA MCCAHERN

*Group Digital Acceleration
Director*



MATHIEU LAMBOTTE

*Group Chief
Information Officer*



TOP Management
SEMINAR 2013



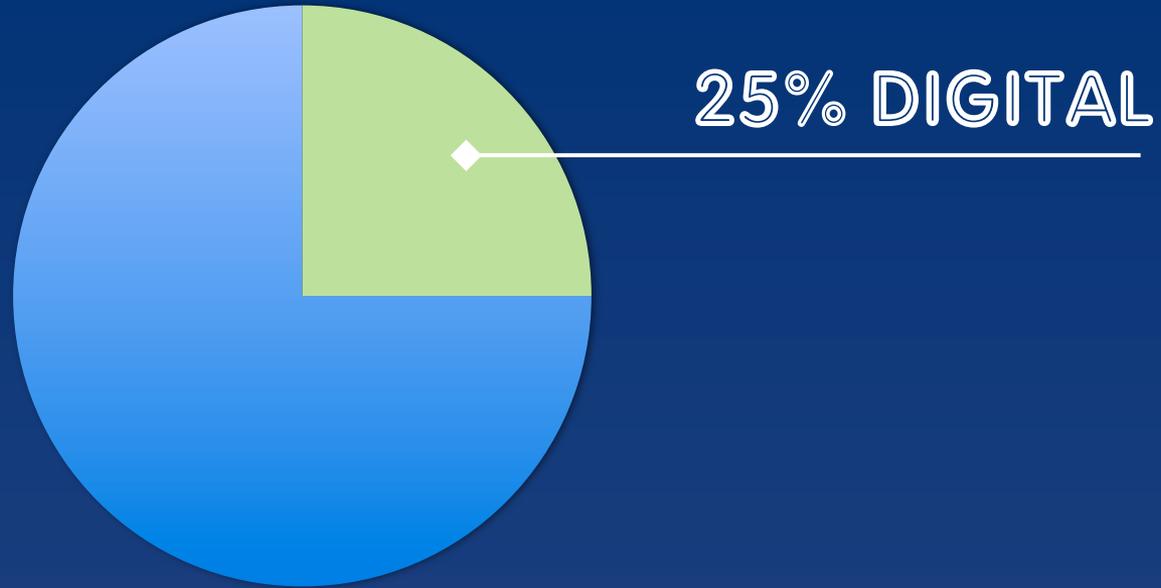
Pernod Ricard



BUSINESS
ACCELERATION

DIGITAL
ACCELERATION

DIGITAL: % TOTAL A&P



◆ 4 AREAS OF FOCUS FOR BUSINESS IMPACT ◆

1. CONNECTED
CONTENT

2. DATA SMART
ACTION

3. EVERYWHERE
COMMERCE

4. ENABLED
ORGANIZATION



Google

LinkedIn



◆ 4 AREAS OF FOCUS FOR BUSINESS IMPACT ◆

1. CONNECTED
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ORGANIZATION

THE IDEAL SITUATION?

REACH

RIGHT PEOPLE

WITH
THE

RIGHT LEVER

AT THE

RIGHT TIME

THE

RIGHT EXPERIENCE

➤ ... AND AT SCALE, TO IMPACT
BUSINESS

UNPRECEDENTED TARGETING





AWARENESS & IMAGE
MEXICO

CONTACT COSTS -30%

+80% ENGAGEMENT



DIRECT SALES
COLOMBIA

ROI X 3

◆ 4 AREAS OF FOCUS FOR BUSINESS IMPACT ◆

1. CONNECTED
CONTENT

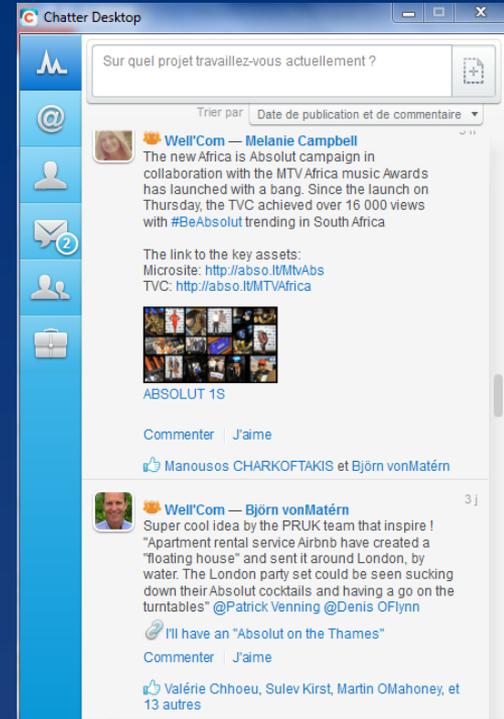
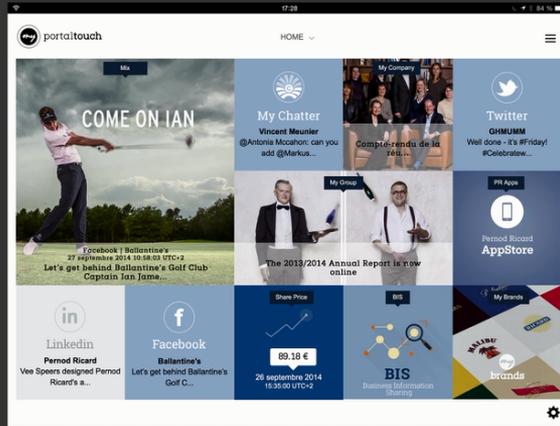
2. DATA SMART
ACTION

3. EVERYWHERE
COMMERCE

4. ENABLED
ORGANIZATION

ENABLED ORGANISATION

my brands



ACCELERATE THE
INTEGRATION OF
DIGITAL INTO
EVERYTHING WE DO.