

PERNOD RICARD

INNOVATION DAY 2014

THE FUTURE OF CONVIVIALITÉ



Pernod Ricard

Créateurs de convivialité

PERNOD RICARD

INNOVATION DAY 2014

THE FUTURE OF CONVIVIALITÉ

WIFI :

Network : innoday-pernod-ricard

Password : pernod42



Pernod Ricard

Créateurs de convivialité

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INNOVATION DAY 2014

THE FUTURE OF CONVIVIALITÉ



Pernod Ricard

Créateurs de convivialité

Pierre PRINGUET

Pernod Ricard

Vice-Chairman of the Board & Chief Executive Officer

PERNOD RICARD

INNOVATION DAY 2014

THE FUTURE OF CONVIVIALITÉ



Pernod Ricard

Créateurs de convivialité

Xavier NIEL

Iliad Group

Founder, Vice-President & Director of Strategy

PERNOD RICARD

INNOVATION DAY 2014

THE FUTURE OF CONVIVIALITÉ



Pernod Ricard

Créateurs de convivialité

Antonia McCAHON

Pernod Ricard

John KARP

BeMyApp

BREAK THE CODE

BREAK THE CODE LE BAR ET LA FÊTE DU FUTUR



28/29 JANVIER 2014
@ ECOLE 42



Pernod Ricard
Créateurs de convivialité



Pernod Ricard
Créateurs de convivialité

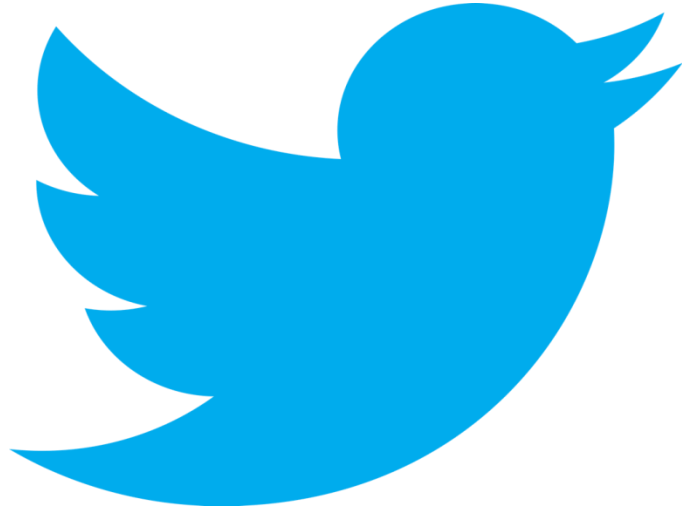
BEGEEK

 **DEEZER**

42

HASHTAG

#breakthecode



BREAK THE CODE

BREAK THE CODE LE BAR ET LA FÊTE DU FUTUR



28/29 JANVIER 2014
@ ECOLE 42



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BEGEEK

 **DEEZER**

42

THE PROGRAMME

Today

- 09:30 am – Brief
- 10:00 am – power pitches
- 11:00 am – Announcement of our favourites & compilation of coding teams
- 12:00 am – Coding begins

Tomorrow

- 7:00 pm – Final presentations
- 9:00 pm – jury deliberation
- 10:00 pm – Announcement of winners



PARTNERS



BEGEEK

THE MENTORS



Gilles BOISSY

Digital Manager, Pernod Ricard



Hinde PAGANI

Digital Strategy Director, Pernod



Hugues DEMONT

Head of Digital,
Pernod Ricard Europe



Jérémie MORITZ

Head of Social Media
Pernod Ricard



Rohan NAYEE

Global Digital Marketing,
Ballantines



Laurent BEL

IT Project Manager,
Pernod Ricard



Olivier ROUCHE

VP Pricing Strategy,
Pernod Ricard

LE JURY



Antonia MCCAHERN
Head of Digital Marketing



Will PITCHFORTH
International Trade
Marketing Manager



Frédéric LEVAUX
Leader Digital Practice @BIG



Kwame Yamgnane
Directeur Général Adjoint,
Ecole 42



Julie KNIBBE Developer
Advocacy Lead,
Deezer



François-Xavier PIERREL
Head of Sales, Advertiser
Tools

THE PITCHES

And now...

... It's time for the pitches

1 minute per person
1 slide per idea



1. Lundibar



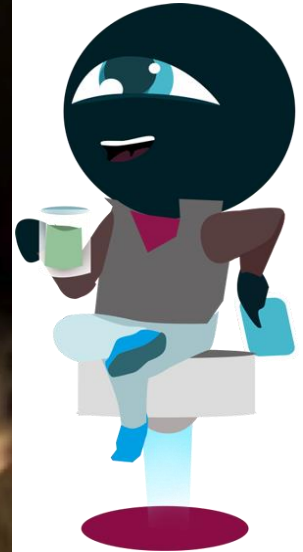
LUNDIBAR

L'APPLICATION MOBILE QUI CHANGERA A
JAMAIS TES SOIRÉES DU LUNDI

UN INDICATEUR EN TEMPS REEL DE
LA FREQUENTATION DANS LES BARS

LA COMMUNAUTE DE CEUX QUI
AIMENT S'EN JETER QUELQUES-UNS
LE LUNDI

UN OUTIL POUR LES PATRONS DE BAR — LEVERAGEZ
NOTRE COMMUNAUTE & ADAPTEZ VOS PRIX A VOTRE
FREQUENTATION



2. SoundUp!

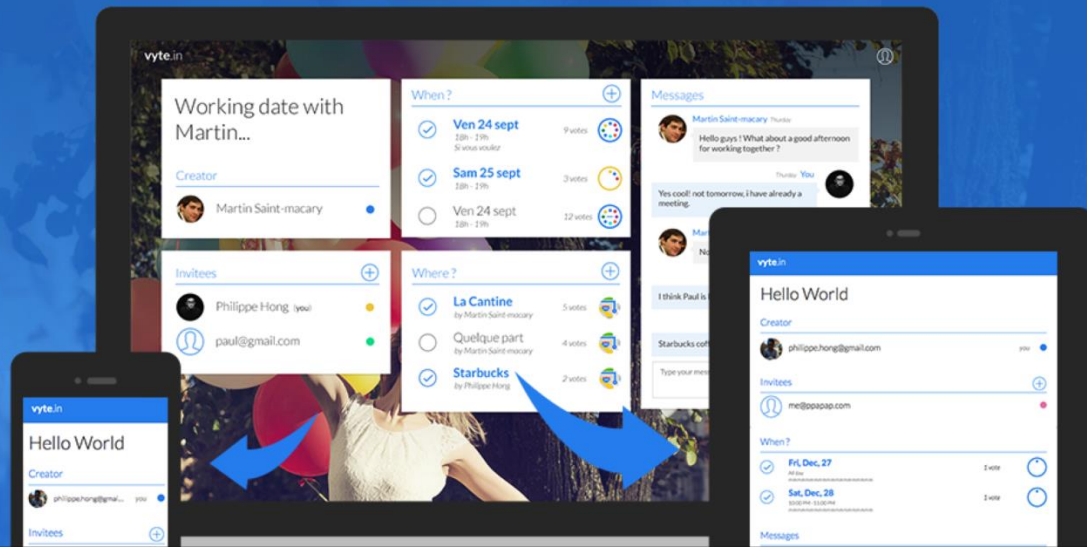


3. vyte.in

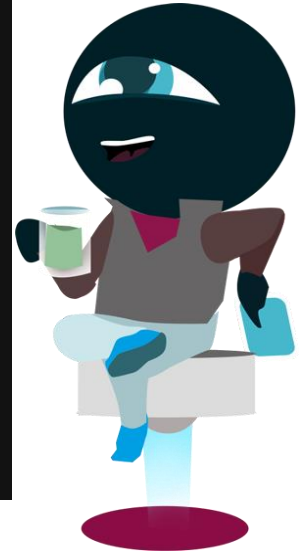
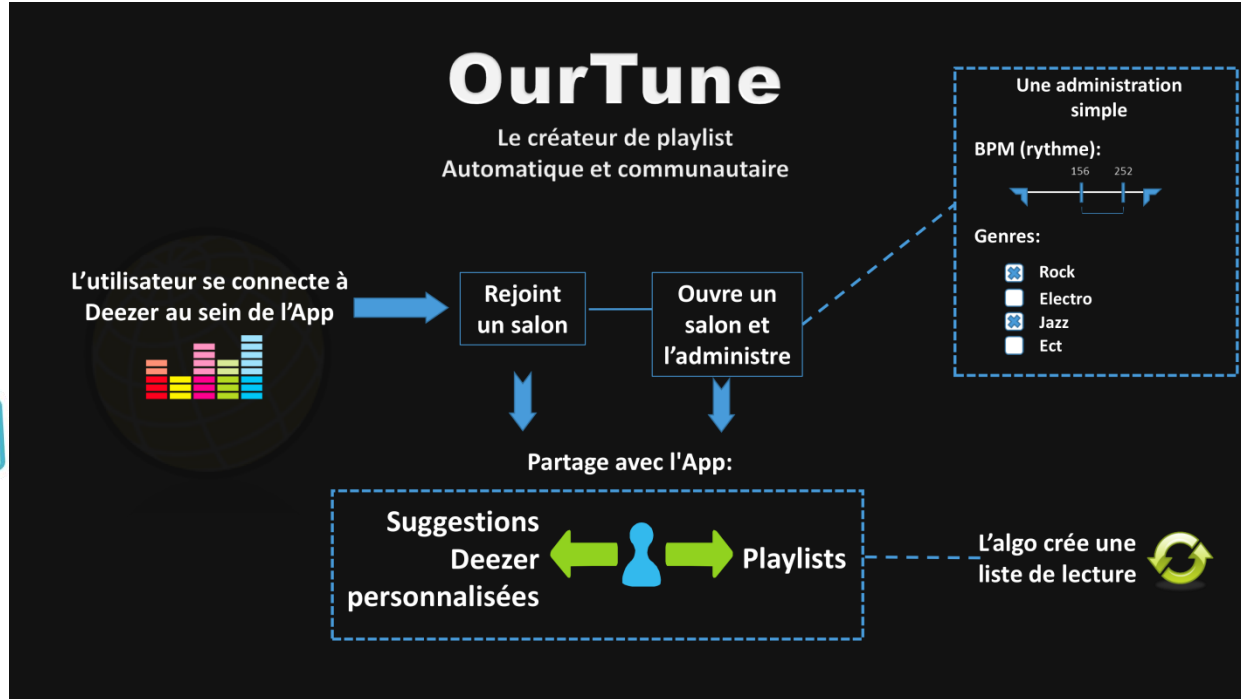


vyte.in

votre prochaine soirée
s'organise d'elle même



4. OurTune




5. Vitta



6. People Night Out

A group of young people at a party, smiling and holding drinks. The image is dark with a semi-transparent overlay containing text and a logo.

 people night out

J'INVITE ou **JE SUIS INVITÉ**

Création d'un event
choix du thème, gestion bring-list

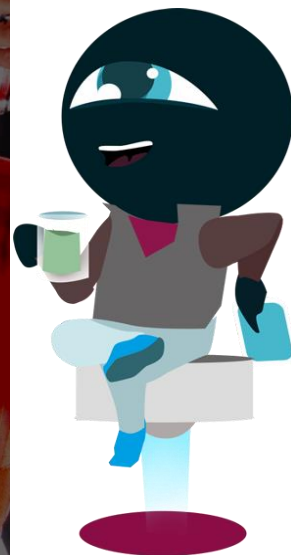
Envoi des invitations
via mail, Facebook...

PENDANT LA SOIRÉE

Base de données de jeux
par matériel, par nombre de joueurs...

Playlists proposées
selon le thème

Idées de cocktails
par ingrédient(s), par couleur...



7. Carte Apéros



La carte des apéros Rémy Grange

1) Objectif:

- Connaître le prix des consommations autour de soi.
- Aider à l'organisation d'une soirée.

2) Solution:

Les utilisateurs géolocalisés postent en direct le prix des consommations.

3) Avantage:

Géolocalisation et prix actualisés.



8. Fetch Up



FETCH UP
La fête sans prise de tête



Planifiez



Listez



Playlistez avec
vos amis



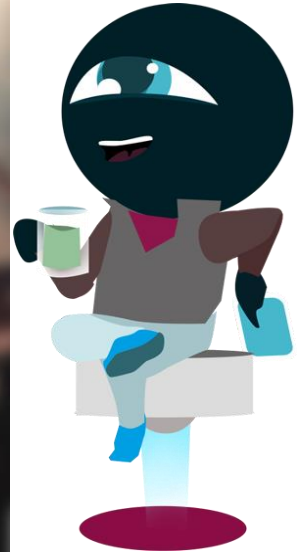
Partagez



9. F. Dusk T. Dawn

“What happens on FDTD ,
stays on FDTD”

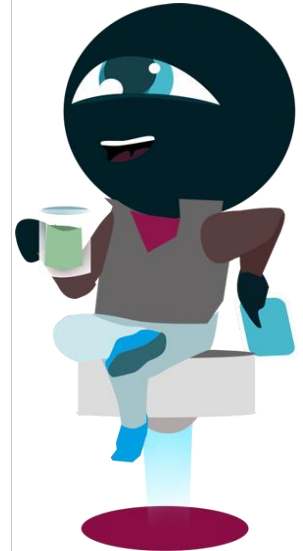
FROM **DUSK**
TILL **DAWN**



10. FriendsTrip

FriendsTrip

Le DashBoard de vos soirées



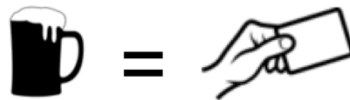
11. Jukebox Battle

Jukebox Battle

1

Consomme

et récupère une carte illustrée



2

Scanne

la carte et gagne des points

3

Influence la playlist

en remontant un titre d'une place (10 pts)
ou en ajoutant un nouveau titre (3 pts)



12. E-Bar

E-BAR – APPLICATION MOBILE

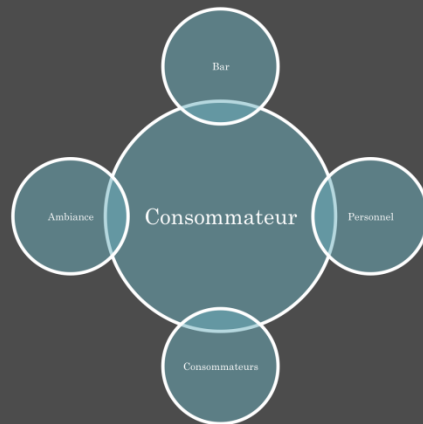
Concept : favoriser la **convivialité** et l'**interaction** des **différents acteurs** au sein du **bar**

Objectif : rendre le consommateur **acteur** de sa soirée au sein du bar

Quelques Applicatifs :

- Accéder à la carte des boissons
- Personnaliser et partager ses boissons
- Faciliter la commande et le paiement
- Interagir avec l'entourage social
- Etre acteur de l'ambiance
- Responsabiliser le consommateur

Stratégie Commerciale: adapter un modèle de **licence** avec une **solution personnalisée** pour chaque client

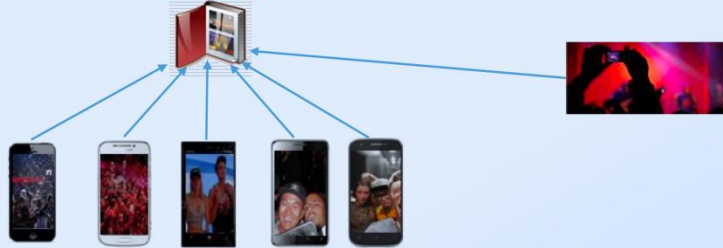


13. Picbum

Picbum

Récupérez automatiquement toutes les **photos** d'un évènement et **partagez** les vôtres

Picbum



Accédez aux **albums** de chaque évènement



PARTAGEZ
Vos photos préférées
sur les réseaux sociaux



TÉLÉCHARGEZ
Les photos de votre choix



AFFICHEZ
Les photos en
direct sur un écran

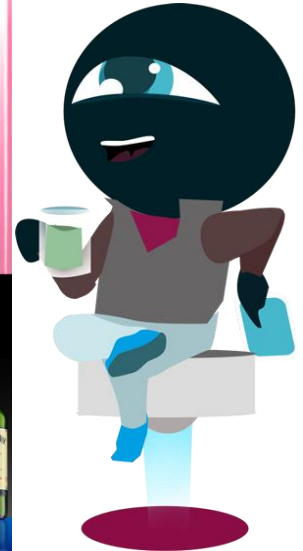


14. Keep Rhythm



Sauras-tu garder le Rythme ?

- ✧ Défie tes amis sur une musique
- ✧ Bouge en rythme pour obtenir le meilleur score
- ✧ Gagne des trophées selon tes talents de danseur



15. Happy Minutes



Happy Minutes

Ré-inventons ensemble les Happy Hours



4'

et 32" restantes !

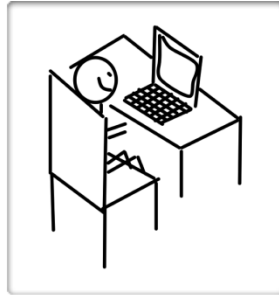


8

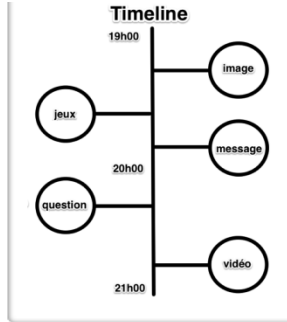
Bloody Mary restants



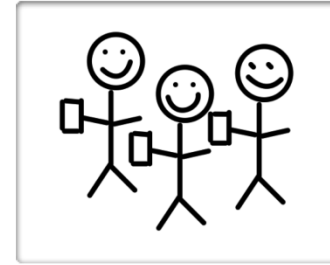
16. Social Party



Plan 1: Création de l'événement
Renseignement de la date, heure ...



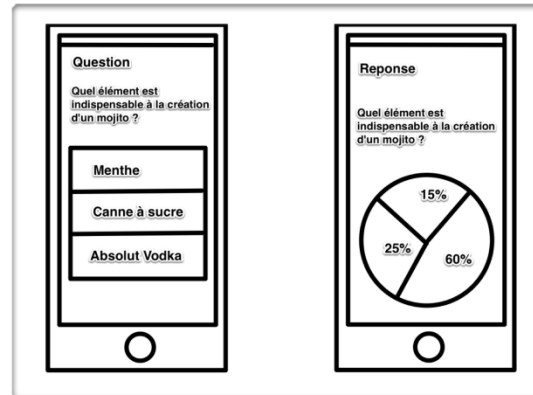
Plan 2: Génération d'une timeline
Ajout de plusieurs types de règles (Message, Image, Questions (Ouvverte, Oui / Non) ...) à un temps donné



Plan 3: Utilisateurs
En rentrant un token, les utilisateurs pourront accéder à l'événement et recevoir des pushs (règles)



Plan 4: Réception d'un message à un temps prédéfini



Plan 5: Réception d'une question et de sa réponse + statistiques

SP



17. Quizzabar

Quizzabar

Qui ?

Bar organise le jeu

Consommateurs du bar participent

Quoi ?

Blind Test en continu

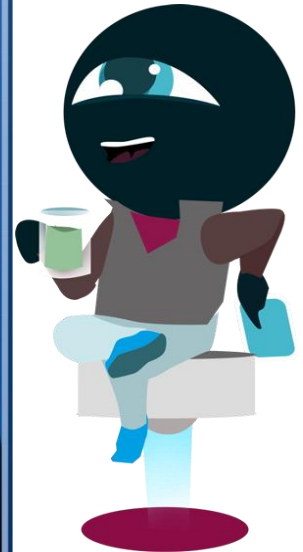
Questions envoyées sur le smart phone

Comment ?

Consommateurs répondent à tous moments

Classement instantané

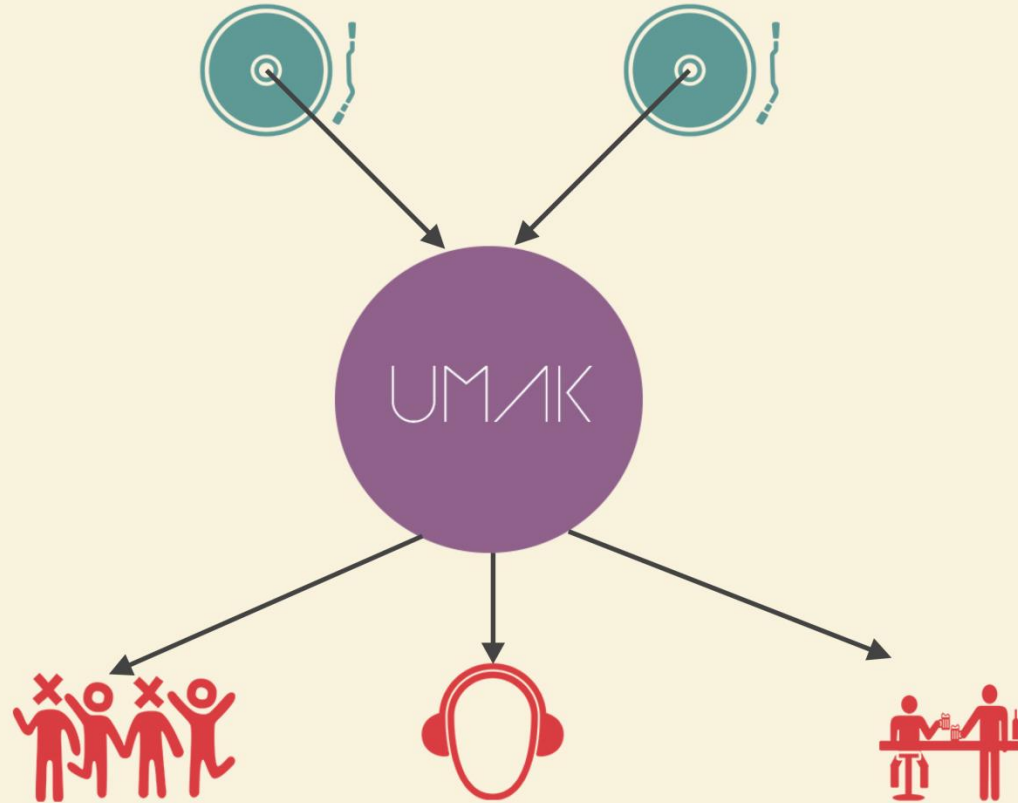
Consos et réductions offertes



18. Flows



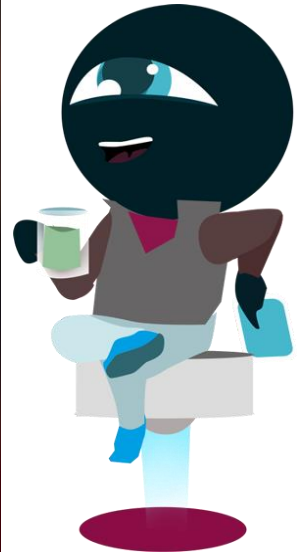
19. UMAK



20. Cocktailize



le bon cocktail
pour une soirée
responsable



Liste des projets



1. Lundibar
2. SoundUp
3. Vyte.in
4. OurTune
5. vitta
6. People Night Out
7. Carte Apéros
8. FetchUp
9. F. Dusk T. Dawn
10. Friendstrip

11. Jukebox Battle
12. E-bar
13. Picbum
14. Keep Rhythm
15. Happy Minutes
16. Social Party
17. Quizzabar
18. Flows
19. Umak
20. Cocktailize



BREAK THE CODE

BREAK THE CODE LE BAR ET LA FÊTE DU FUTUR



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BEGEEK

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INNOVATION DAY 2014

THE FUTURE OF CONVIVIALITÉ



Pernod Ricard

Créateurs de convivialité

Thierry BILLOT

Pernod Ricard

Managing Director, Brands

CONTENT

1

Introduction

2

Keynote speech: Michel Maffesoli

3

Pernod Ricard's vision for innovation

4

Pernod Ricard's innovation ecosystem

5

Showcasing the future of convivialité

THE FIRST INNOVATION DAY - PARIS, 2011



THE SECOND INNOVATION DAY - PARIS, 2014

100



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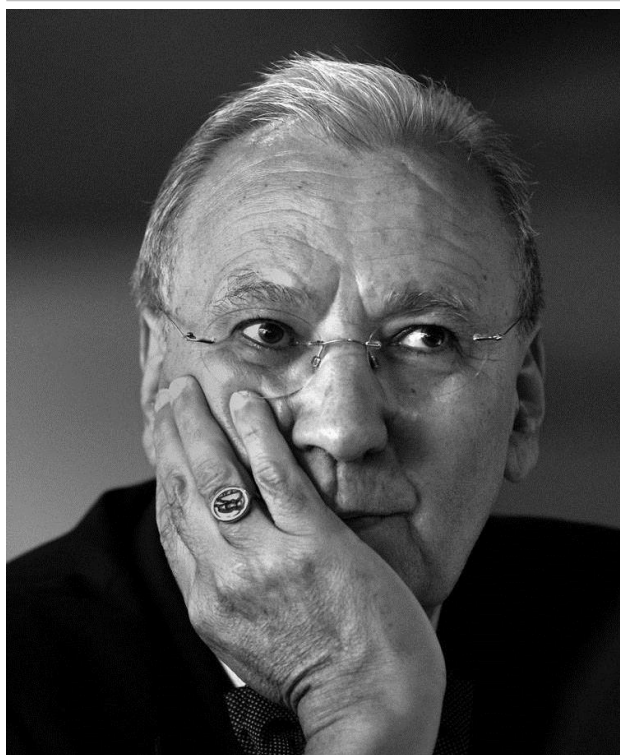
Pernod Ricard's innovation ecosystem

5

Showcasing the future of convivialité

THE FUTURE OF CONVIVIALITÉ

Professor Michel MAFFESOLI



PERNOD RICARD

INNOVATION DAY 2014

THE FUTURE OF CONVIVIALITÉ

Michel MAFFESOLI



Pernod Ricard

Créateurs de convivialité

OBSERVATORY FOR CONVIVIALITÉ



OBSERVATORY FOR CONVIVIALITÉ



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WE ARE...

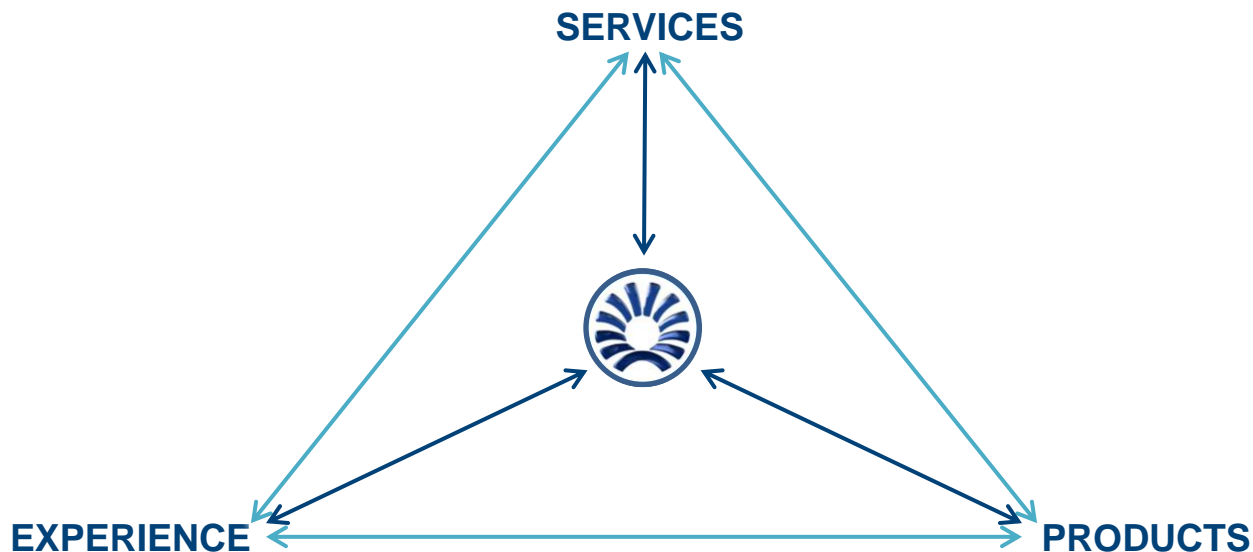


Pernod Ricard

A VISION FOR CONVIVIALITÉ IN WINE & SPIRITS



A VISION FOR CONVIVIALITÉ IN WINE & SPIRITS



MAKING OUR VISION A REALITY: 5 KEY PRINCIPLES

1

IT ALL STARTS WITH AN INSIGHT

2

INNOVATION GOES BEYOND PRODUCT

3

INNOVATION IS OPEN TO ALL

4

ITERATION, ITERATION, ITERATION

5

BE PATIENT!

IT ALL STARTS WITH AN INSIGHT...



IT ALL STARTS WITH AN INSIGHT...



MAKING OUR VISION A REALITY: 5 KEY PRINCIPLES

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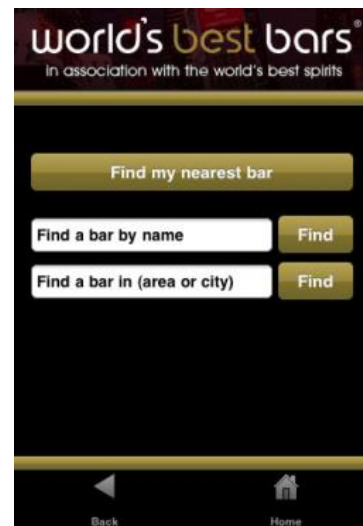
4

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INNOVATION GOES BEYOND PRODUCT



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INNOVATION GOES BEYOND PRODUCT



MAKING OUR VISION A REALITY: 5 KEY PRINCIPLES

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BE PATIENT!

INNOVATION IS OPEN TO ALL

Our *next* whisky
has been chosen.

THE
GLENLIVET.
— GUARDIANS' —
CHAPTER



EXOTIC

INNOVATION IS OPEN TO ALL



INNOVATION IS OPEN TO ALL



INNOVATION IS OPEN TO ALL



entourage



MAKING OUR VISION A REALITY: 5 KEY PRINCIPLES

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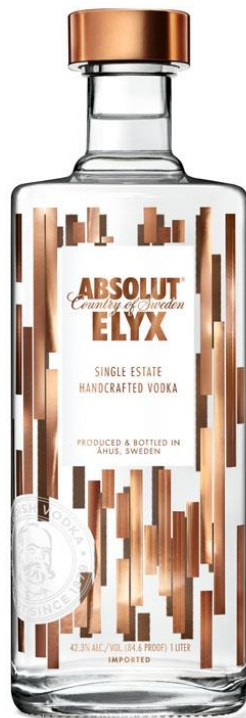
5

BE PATIENT!

ITERATION, ITERATION, ITERATION



ITERATION, ITERATION, ITERATION



MAKING OUR VISION A REALITY: 5 KEY PRINCIPLES

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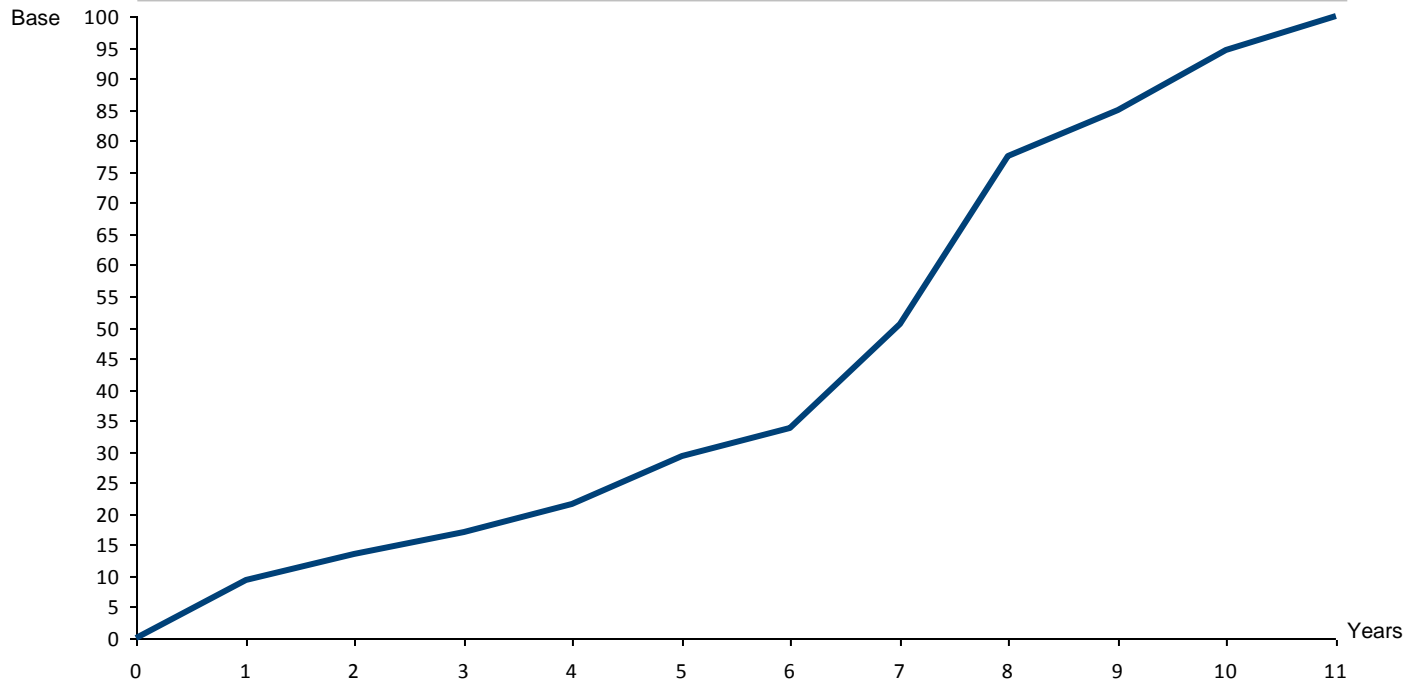
5

BE PATIENT!

BE PATIENT!

Innovation in the Wine and Spirit Industry

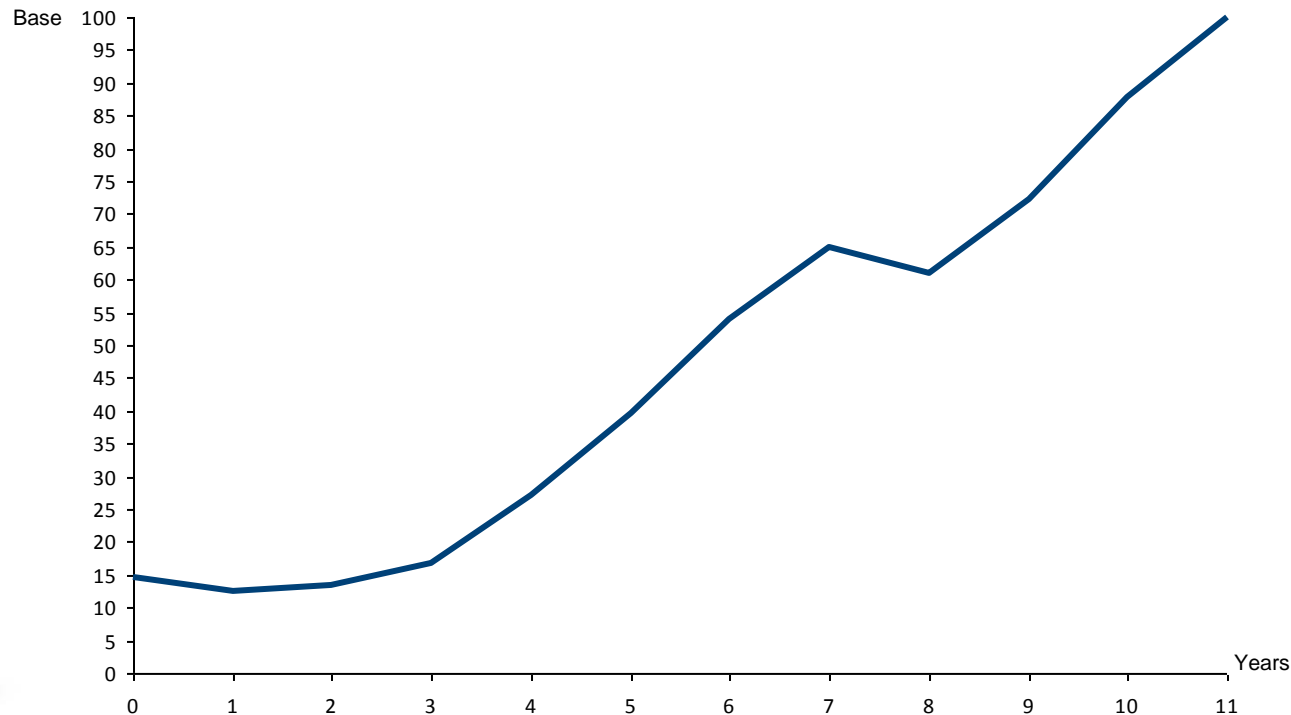
Average volume curve of the 10 most successful products launched after 2002*



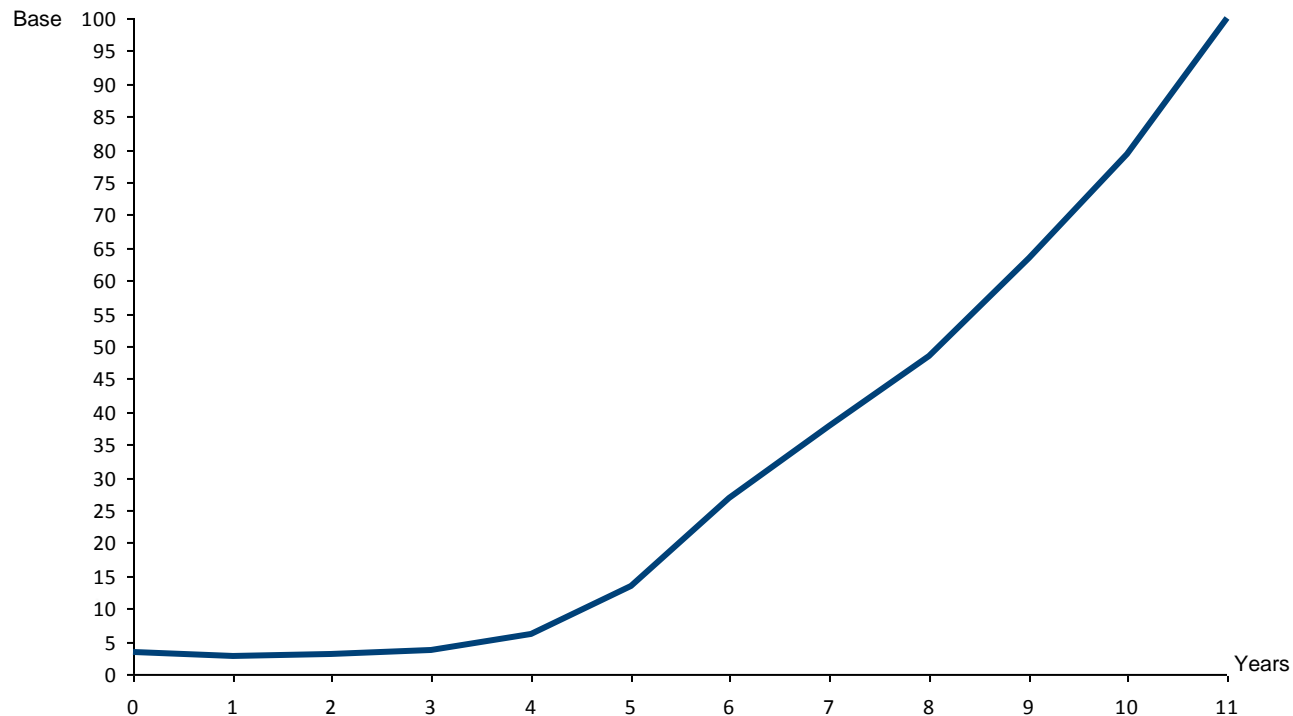
* Excludes products launched after 2008 to allow for long-term volume growth analysis

Source: IWSR; Base: 100=maximum volume level; Year: 0=year of product launch

BE PATIENT!



BE PATIENT!



Source: IWSR

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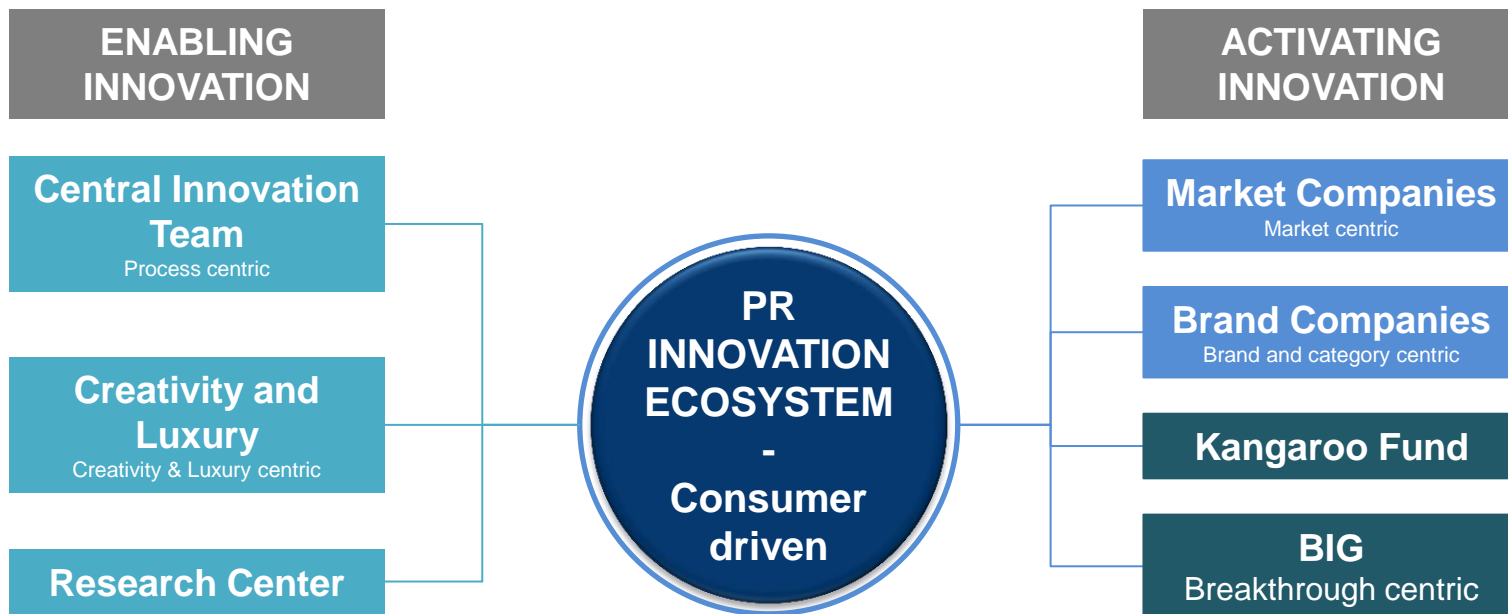
4

Pernod Ricard's innovation ecosystem

5

Showcasing the future of convivialité

PERNOD RICARD HAS CREATED AN INNOVATION ECOSYSTEM IN LESS THAN 3 YEARS



DIGITAL



PERNOD RICARD CHATTER



Pernod Ricard Chatter®

Share a new idea every day

PERNOD RICARD'S TOOLS TO FOSTER NEW IDEAS



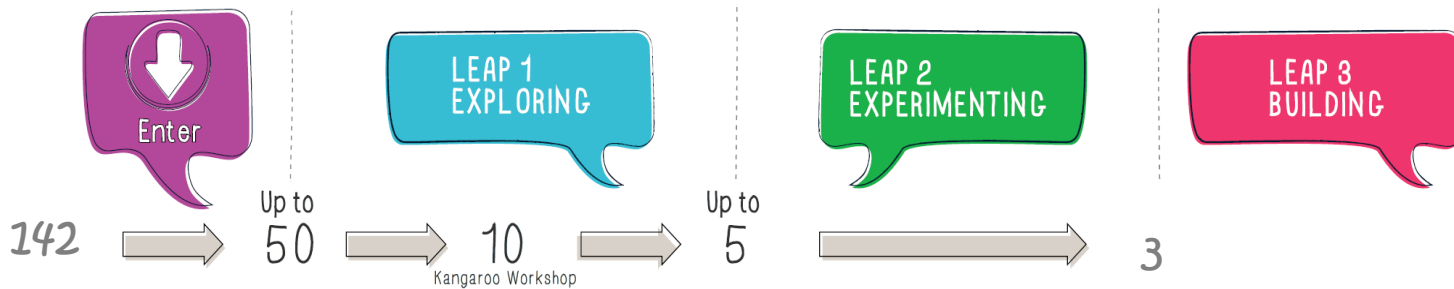
**New Ideas
at Work**

is the way.

magic tuesday

THE KANGAROO FUND

Kangaroo fund
Everyone Kan-Do



THE BREAKTHROUGH INNOVATION GROUP (BIG)



Martin RILEY

Pernod Ricard
Chief Marketing Officer

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Showcasing the future of convivialité

5 AREAS TO EXPLORE THE FUTURE OF CONVIVIALITÉ



Revisiting rituals

1

Experimenting
with new
codes

2

The future of
convivialité
-
Showroom

Inspiring
new
consumers

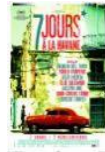
5

Celebrating
new occasions

4

Creating together

3



REVISITING RITUALS

Bar à Pluie (Ricard)

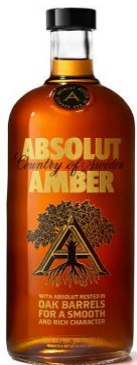


Other examples



EXPERIMENTING WITH NEW CODES

Absolut Amber

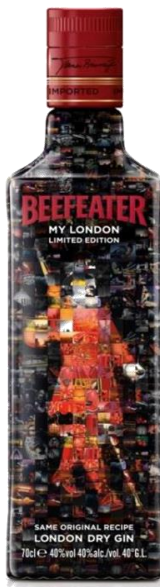


Other examples



CREATING TOGETHER

Beefeater My London



Other examples

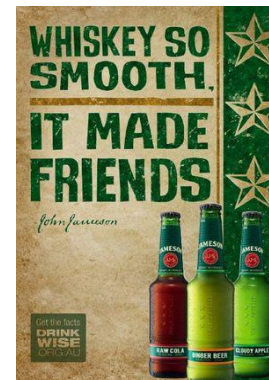
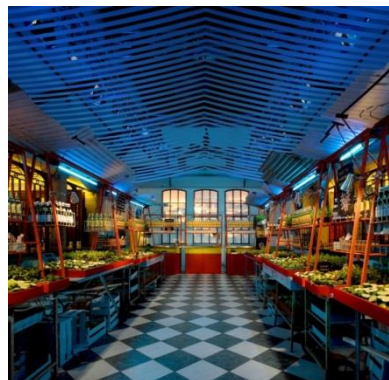


CELEBRATING NEW OCCASIONS

Martell Distinction



Other examples

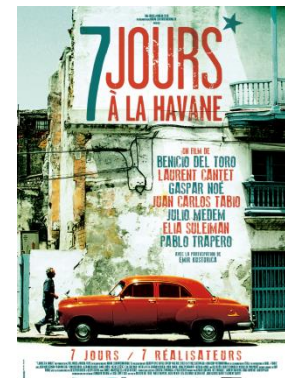


INSPIRING NEW CONSUMERS

Chivas Mizunara



Other examples



ABSOLUT



Drinksiration



Elyx



Amber



Vertical garden



Brand Store

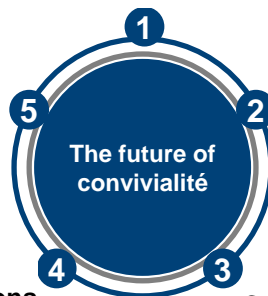


Karnival

Revisiting rituals

Inspiring
new consumers

Experimenting
with new codes



Celebrating new occasions

Creating together



Tune



Oz



Art Basel



Craft

CHIVAS



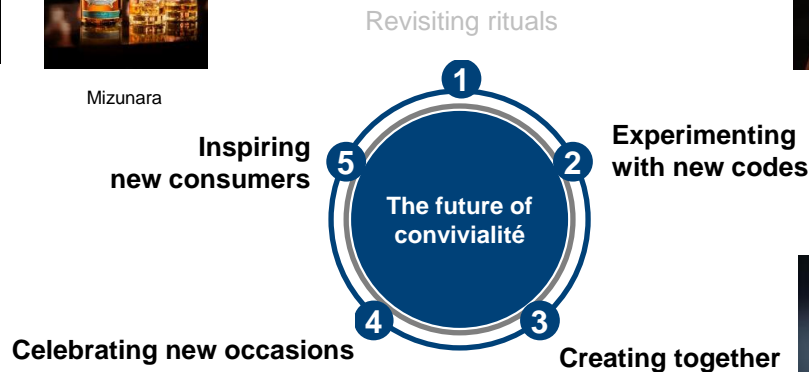
Chivas Brothers
Blend



Mizunara



Chivas Hi



Night Magnum



Chivas Regal 18 -Pininfarina

JACOB'S CREEK

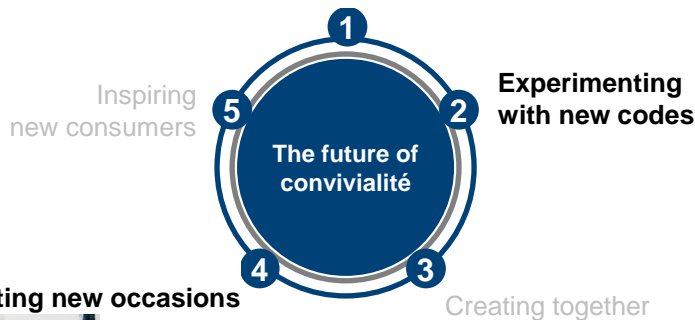


The Wine Line



Cool Harvest

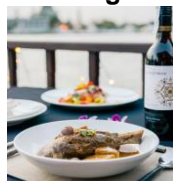
Revisiting rituals



The Blend Store



"Wah"



"Lamoon"

THE SECOND INNOVATION DAY - PARIS, 2014



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INNOVATION DAY 2014

THE FUTURE OF CONVIVIALITÉ



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Créateurs de convivialité

RESULTATS JURY



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INNOVATION DAY 2014

THE FUTURE OF CONVIVIALITÉ

BREAK



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Pernod Ricard

Créateurs de convivialité

Alexandre RICARD

Pernod Ricard

Deputy Chief Executive Officer & Chief Operating Officer

DIGITAL ACCELERATION
=
BUSINESS ACCELERATION

***“Thanks but no thanks.
The only valuable warehouses out there
are those filled with casks of ageing spirits,
not those filled with servers”***

**San Francisco – Wharton Silicon Valley Trek
Alexandre R. at Google Headquarters in August 1999**

DIGITAL LEADERS OUTPERFORM THEIR PEERS

Digital
Leadership

Better ability to generate revenues

+9%

Better profitability

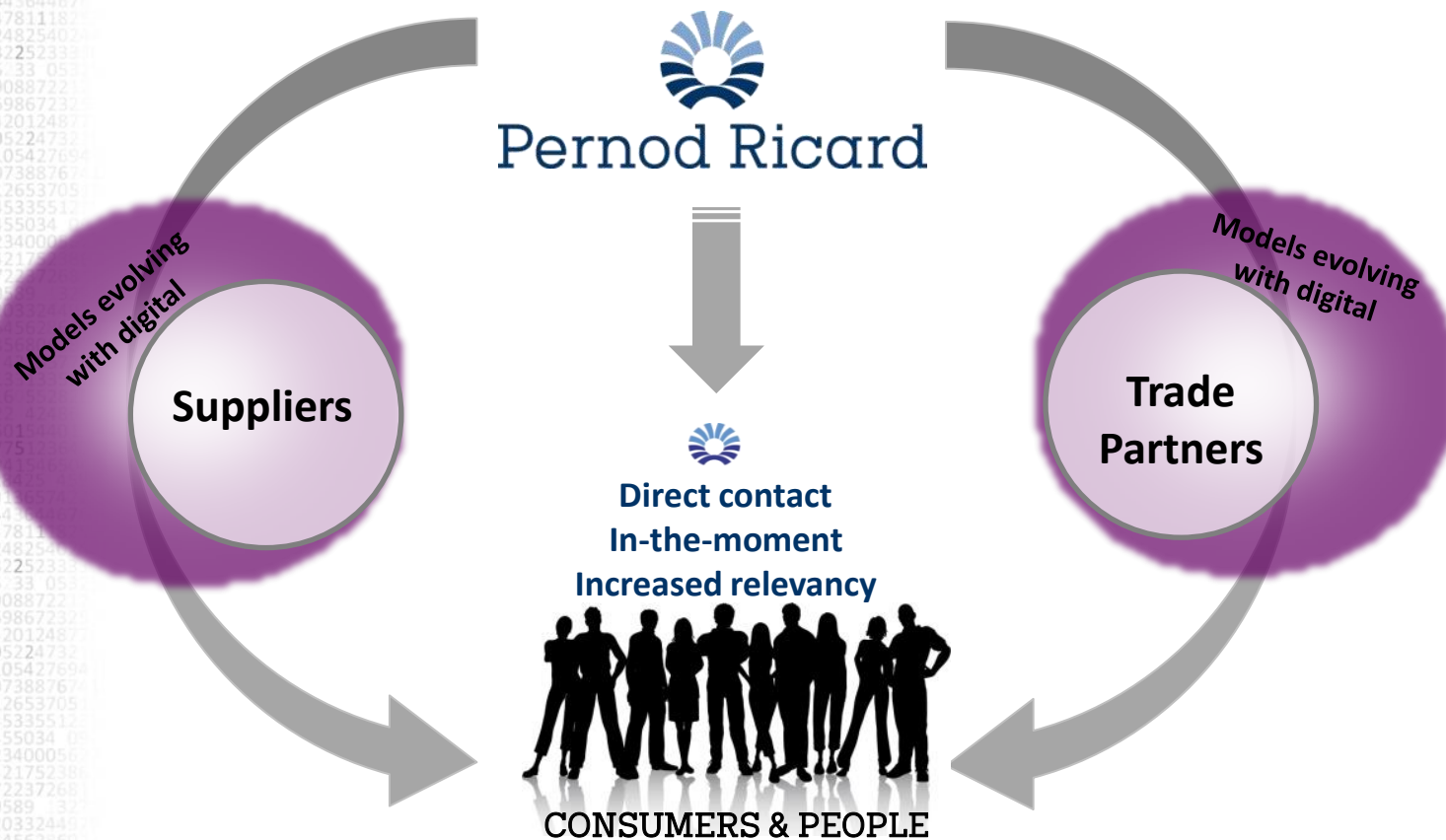
+26%

Better market valuations

+12%

Source: "The Digital Advantage: how digital leaders outperform their peers in every industry"
– the MIT Center for Digital Business and Capgemini Consulting

WHAT DOES THIS CHANGE FOR PERNOD RICARD?



OUR CONVIVIALITY IS ABOUT CONNECTIONS

Bringing people together for great experiences



Digital, a catalyst for new conviviality, new experiences

DIGITAL PROVIDES A GREAT PLAYGROUND FOR TEST, LEARN, AND FAIL FAST, SCALE-UP



OUR DIGITAL ACCELERATION EFFORT

Facilitating innovation with digital to directly impact our business

80+ contributors

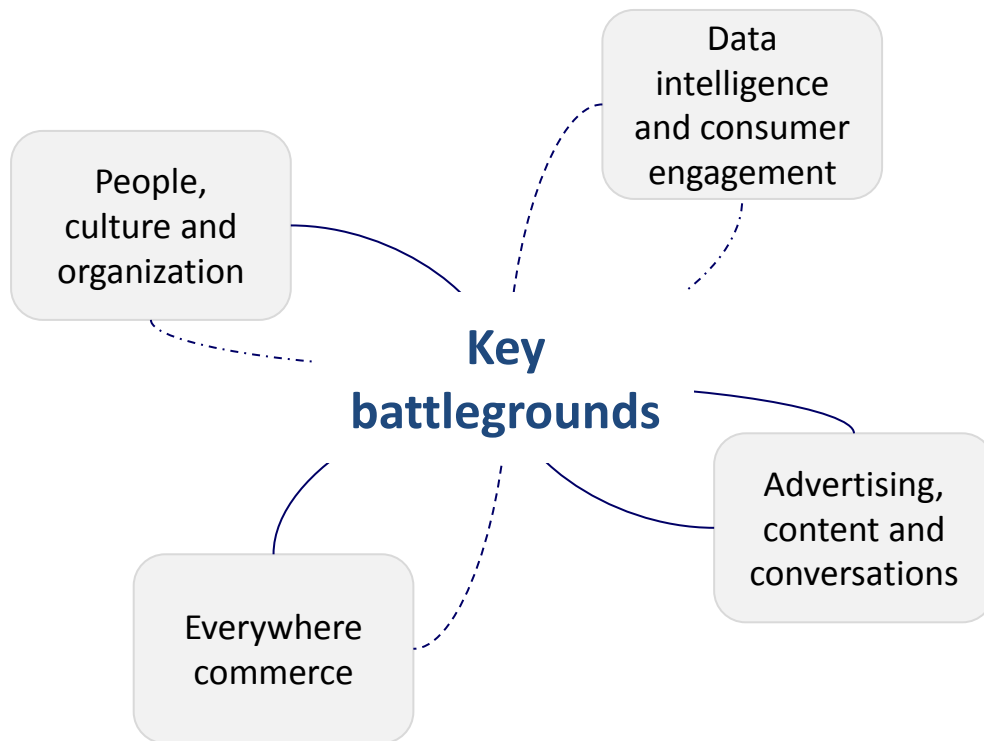
All functions

All regions & brands

4 key battlegrounds



FOUR KEY BATTLEGROUND FOR DIGITAL ACCELERATION



Antonia McCAHON

Pernod Ricard

Head of Digital Marketing

OUR MANTRA IN DIGITAL:

Focus on people – anywhere, anytime, any device





FLASH OFFERS ON LIMITED EDITIONS FOR BRAND FANS, ANYWHERE, ANYTIME

The screenshot displays the Sipstor website interface. At the top, the Sipstor logo is on the left, and 'Exclusive Drinks Delivered' is in the center. On the right, there's a shopping cart icon with a '7' and a 'Shopping cart' label. Below the header, a navigation bar includes links for Home, Absolut, Beefeater, Chivas, Jameson, All brands, Mobile app, My profile, and Logout. The main content area features a large promotional banner for 'ABSOLUT Elyx Martini' priced at '£120'. The banner includes an image of the bottle and a martini glass, with text stating 'Enjoy the ultimate vodka martini.' and 'Only 9 bottles left' with a timer icon showing '47 days left'. A blue 'BUY NOW' button is positioned below the text. A yellow line graphic starts from the Sipstor logo and loops around the bottle. Below the banner, a dark blue bar lists 'OUR BRANDS' with links to ABSOLUT, BEEFEATER, CHIVAS, HAVANA CLUB, JAMESON, and ALL. At the bottom, there's a row of four smaller promotional tiles: 'Havana Club Mojito Pack £25' with a timer icon, an image of an Absolut Elyx bottle, a green box of Absolut Elyx, and a yellow box with 'UK WIDE DELIVERY' text.

Sipstor Exclusive Drinks Delivered

Shopping cart 7

Home Absolut Beefeater Chivas Jameson All brands Mobile app My profile Logout

ABSOLUT Elyx Martini £120

Enjoy the ultimate vodka martini.

Only 9 bottles left 47 days left

BUY NOW

OUR BRANDS > ABSOLUT BEEFEATER CHIVAS HAVANA CLUB JAMESON ALL

drinkaware.co.uk Enjoy our Brands responsibly

Havana Club Mojito Pack £25 49 days left

UK WIDE DELIVERY

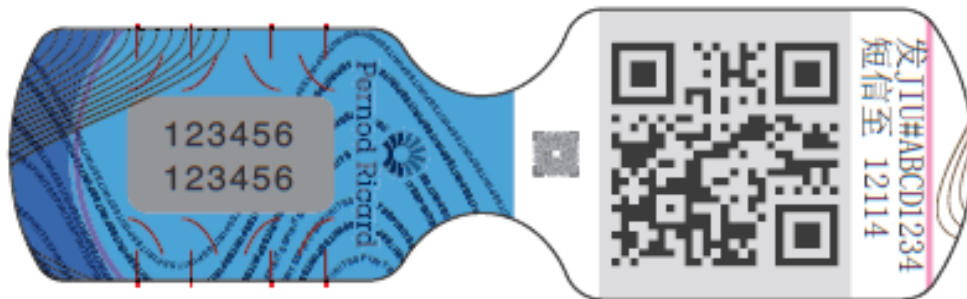
Download the app and scan to unlock offers directly from products, billboards and other supports



Pernod Ricard China

保乐力加中国

TRACEABILITY INNOVATION, WITH A FLIP SIDE FOR CONSUMERS



CLEAR AND TRANSPARENT SUPPLY CHAIN DATA

50x12mm



Seal Vector – impossible-to-copy technology used when investigating authenticity

QR code – unique per bottle, scanned by PDA or Smartphone to interact with traceability system

Hologram code – a second code, unique per bottle, linked to QR-code in the system but destroyed when bottle is opened



Bar code sticker – applied on the case, to scan when possible instead of scanning bottles one-by-one (and similarly a pallet bar code)

CONSUMERS ARE ALSO SCANNING IN MASS

Unlocks exclusive content and services



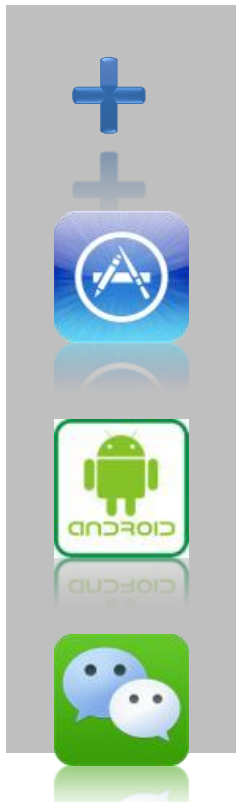
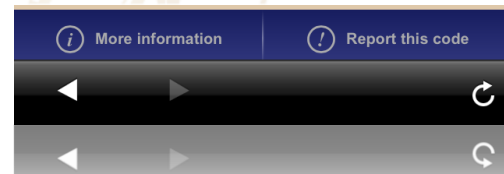
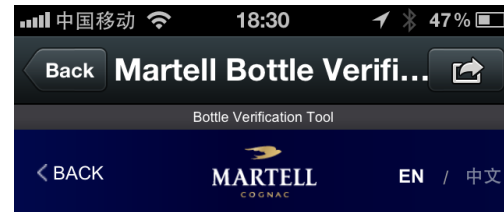
Pernod Ricard China
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新款标签 正品保障 每瓶唯一专属

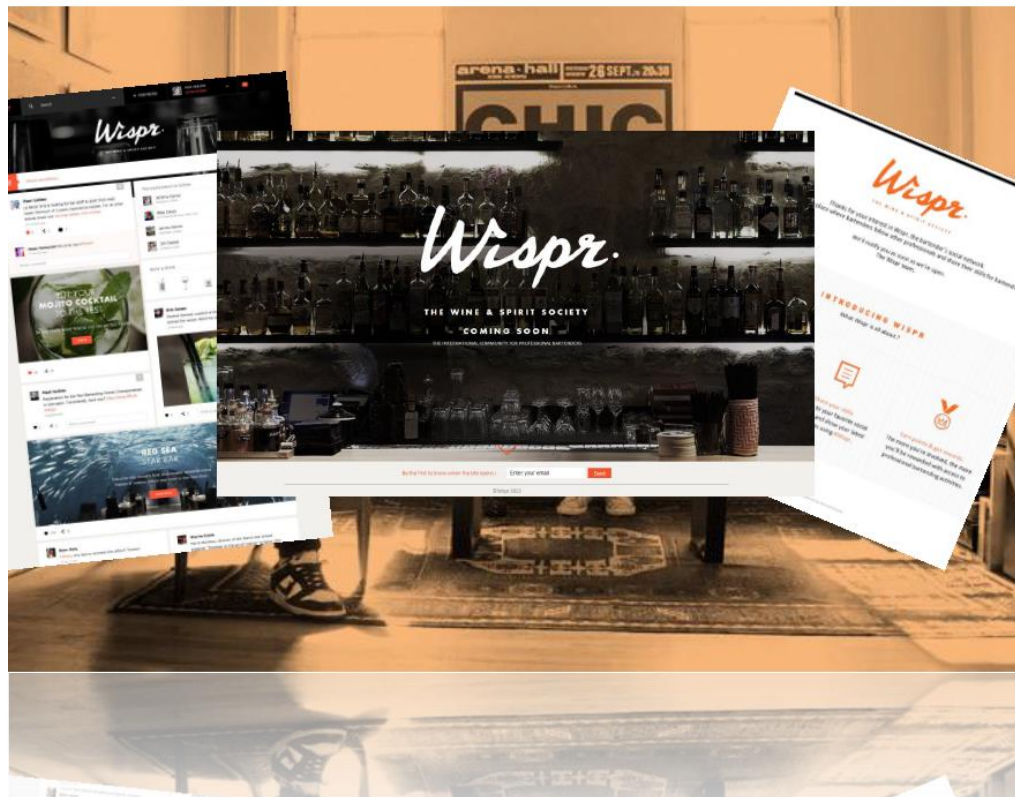
新款标签 正品保障 每瓶唯一专属



ABSOLUT.®

world's **best** bars®

WISPR, THE SOCIAL PLATFORM *for professional bartenders*

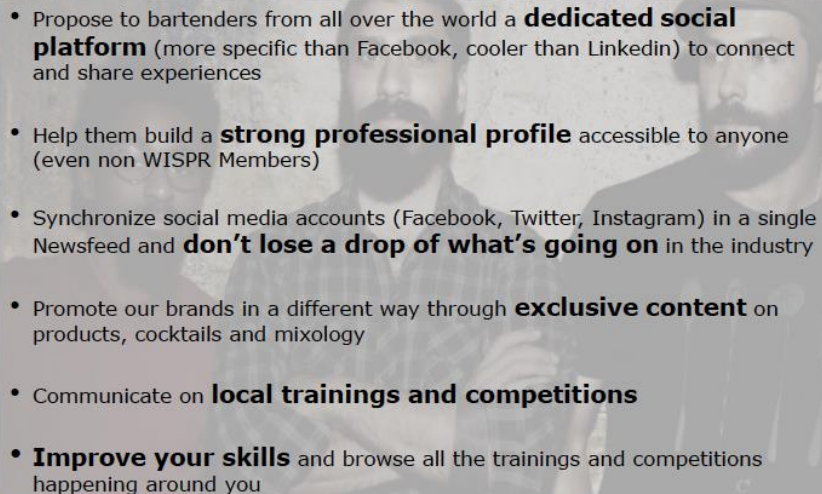


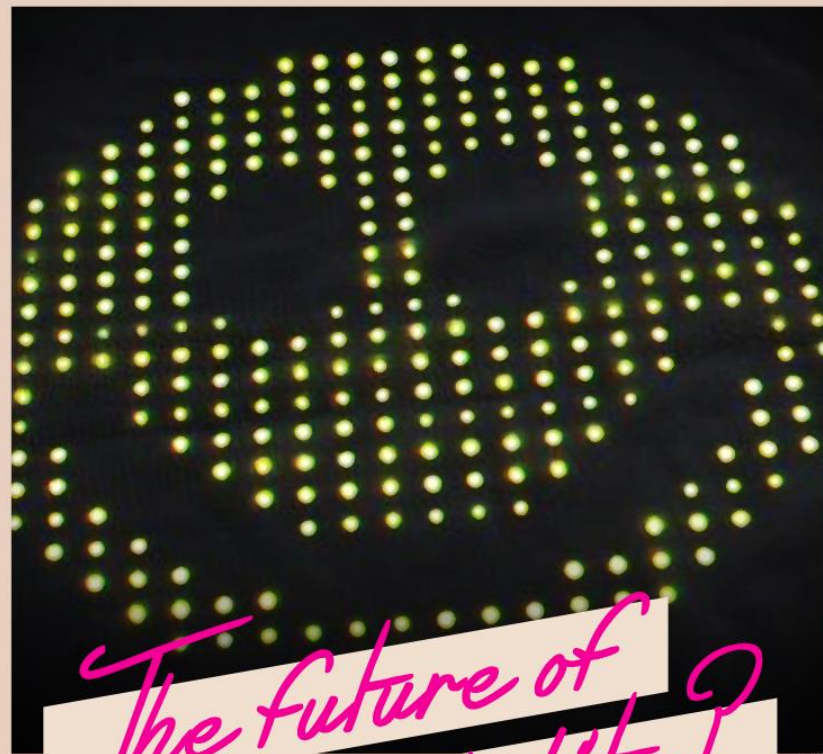
www.wisprsociety.com

Beta LAUNCH
January 2014

WISPR, THE SOCIAL PLATFORM

syncs with all social media accounts

- 
- Propose to bartenders from all over the world a **dedicated social platform** (more specific than Facebook, cooler than LinkedIn) to connect and share experiences
 - Help them build a **strong professional profile** accessible to anyone (even non WISPR Members)
 - Synchronize social media accounts (Facebook, Twitter, Instagram) in a single Newsfeed and **don't lose a drop of what's going on** in the industry
 - Promote our brands in a different way through **exclusive content** on products, cocktails and mixology
 - Communicate on **local trainings and competitions**
 - **Improve your skills** and browse all the trainings and competitions happening around you



*The future of
conviviality?*

Rohan NAYEE

Pernod Ricard

Digital Marketing Manager, Ballantine's

tshirtOS

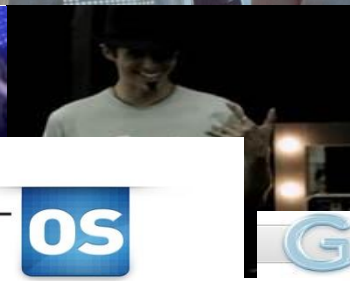
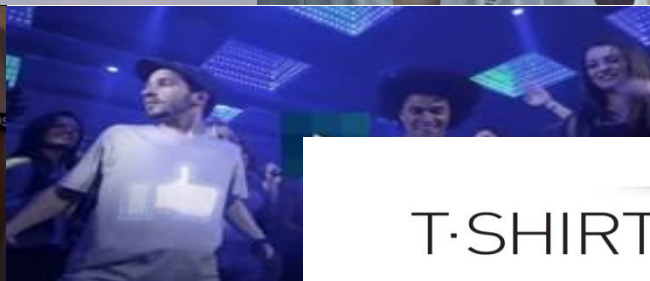
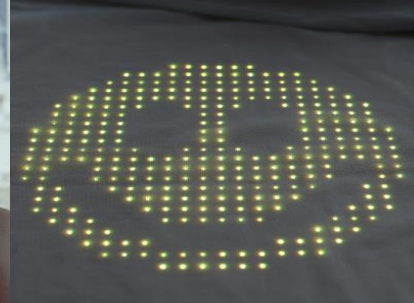
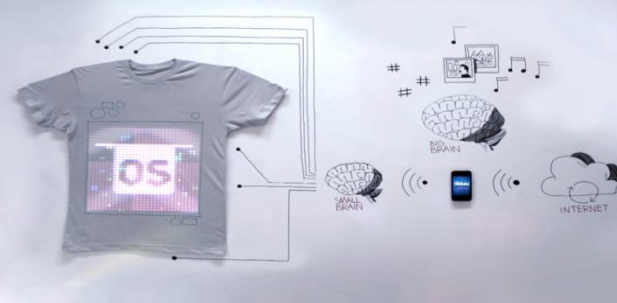
- Make Ballantine's famous as an icon of personal expression and bring to life 'Leave an Impression' in an original and inspiring way.
- Ballantine's reinvented the original canvas of personal expression, the T-shirt allowing for the first time, the user to express who they are, and what they Stay True to....
- And created the world's first programmable T-shirt

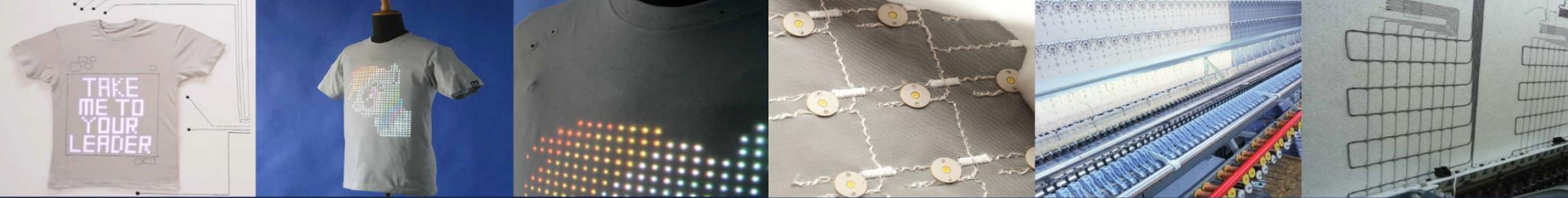
OUR STARTING POINT: *connection is not just spreading from desktop to mobile...*



... but to the Internet of things







In 2012 we created the world's first **programmable** t-shirt.

Now we are realising tshirt**OS** as a **manufactured product**.



TIESTO @ ERGO ARENA
WARSAW, POLAND

OUR NEXT CHALLENGE: *keeping up with the demand*

**HANDMADE
PROTOTYPE**



**MANUFACTURABLE
PRODUCT**

OUR NEXT CHALLENGE: *keeping up with the demand*

Programmable
Mobile-controlled
Screen-equipped
Bluetooth-enabled
Internet-connected

Internet-connected
Bluetooth-enabled
Screen-equipped

Scrunchable
Robust
Lasting
Light
Washable
Affordable

Affordable
Washable
Light



SWITCH

by Alison Lewis

formerly Agent Of Presence



**As “createurs de convivialité”,
our business, DNA and vision is social.**

**It’s about connections, and
being at the heart of great “conviviality” experiences.**

Digital is key for tapping into this.

PERNOD RICARD

INNOVATION DAY 2014

THE FUTURE OF CONVIVIALITÉ



Pernod Ricard

Créateurs de convivialité

Alain DUFOSSÉ

BIG



breakthrough
innovation group

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BIG MISSION



Activate global scale breakthrough innovation to invent the future of conviviality

We are searching for emerging patterns in human behaviour
that suggest new platforms for disruptive products,
services and experiences which we will translate into
new business models



BIG WORKSTREAMS



To anticipate future needs in human conviviality and turn them into disruptive ideas and successful solutions, **we bring together sociology, technology and digital.**



BIG'S WHEEL OF INNOVATION



We understand innovation to be more like an adaptive system based on patterns, iterations and open innovation relationships





BUSINESS SHIFT



Bar / Restaurant / Nightclub



Home

From out-of-home to home consumption



SOCIAL SHIFT



DIY



Service me



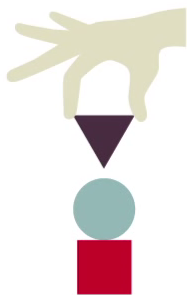
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Hyper-connected



SOCIAL SHIFT



DIY



Service me



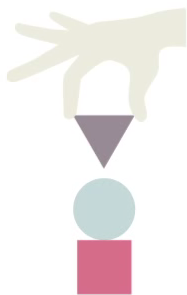
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Hyper-connected



SOCIAL SHIFT



DIY

24 / 7

Service me



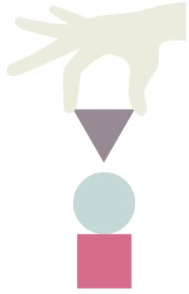
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Hyper-connected



SOCIAL SHIFT



DIY



Service me



No waste



Hyper-connected

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icard
convivialité



PERNOD RICARD

INNOVATION DAY 2014

THE FUTURE OF CONVIVIALITÉ



Pernod Ricard

Créateurs de convivialité

Top Innovations Showroom