



Pernod Ricard

Créateurs de convivialité

Influential Marketing

May 2013



Capital Market Day
— Beijing 2013 —



Quentin Job, VP Innovation - Pernod Ricard Asia

Glen Brasington, VP Marketing – Pernod Ricard Asia

Pierre Berard, Marketing Director- Pernod Ricard China





Key Individuals

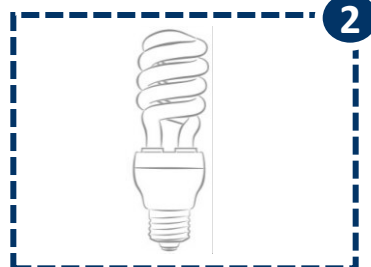
Propagation

Tribal Strategy



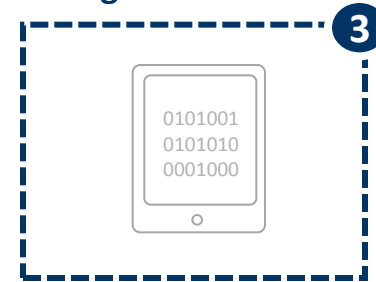
Glen Brasington ,VP Marketing – Pernod Ricard Asia

Innovation Process



Quentin Job, VP Innovation - Pernod Ricard Asia

Digital Precision



Pierre Berard, Marketing Director- Pernod Ricard China

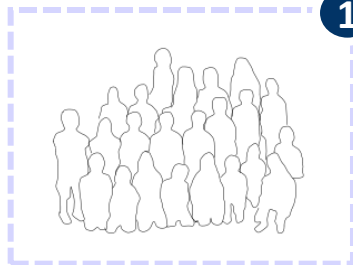


Key Individuals

Propagation

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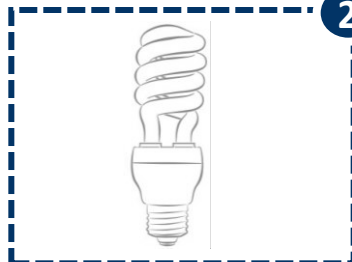
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Innovation Process

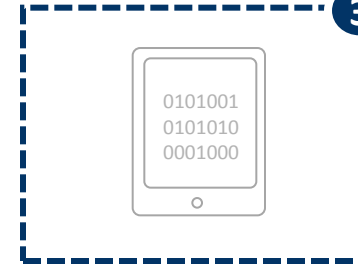
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Quentin Job, VP Innovation - Pernod Ricard Asia

Digital Precision

3



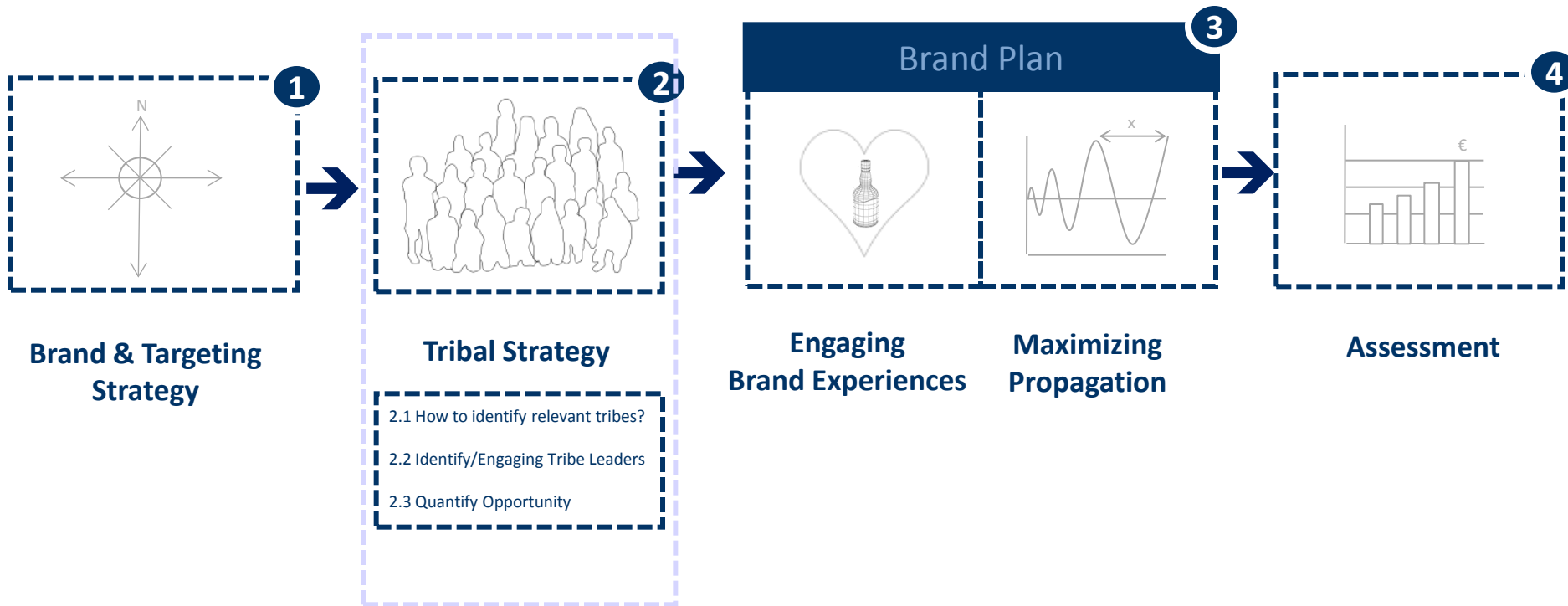
Pierre Berard, Marketing Director- Pernod Ricard China

Influencer Planning



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→ The benefit of this approach gives our markets & brands focus and increases effectiveness



What is a tribe?



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A GROUP OF PEOPLE SOCIALLY CONNECTED TO ONE ANOTHER



CONNECTED BY ONE OR SEVERAL LEADERS...



CONNECTED BY SINGLE COMMON INTEREST OR PURSUIT

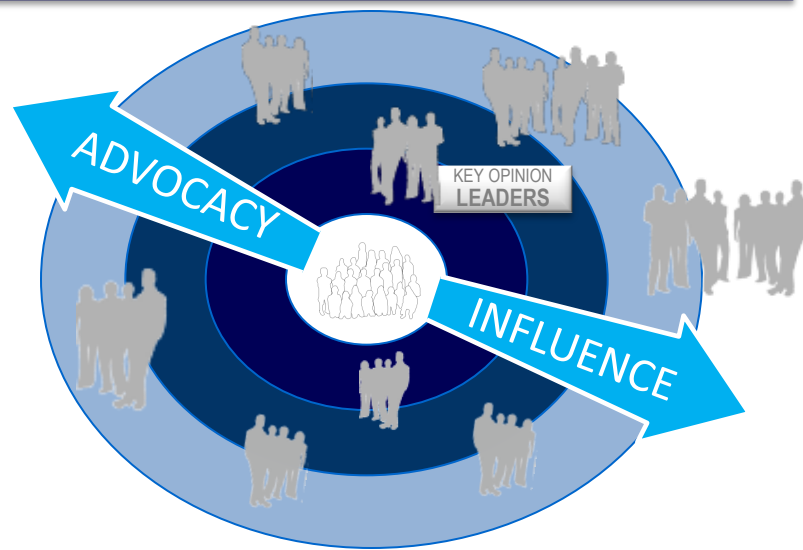
Eg.



"LONG DISTANCE
RUNNING
ENTHUSIASTS"

A tribe is a **community** sharing common interests/passions who act as **accelerators** and generate WOM, amplifying and **endorsing** brands **by choice**.

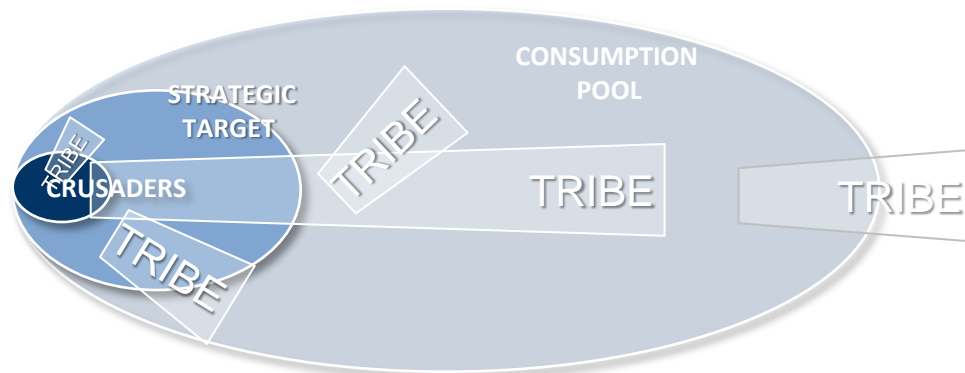
TRIBAL MARKETING LEVERAGES THE POWER OF WORD-OF-MOUTH



All Tribes are not created equal!



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Ideal tribes are tightly-knit groups whose **values** match with the **brands values** and reach out across all consumer **typologies** and across all **needstates**.

GOOD EXAMPLES OF TRIBES

PASSIONATE
INTEREST



GET TOGETHER
REGULARLY



EMOTIONAL
BONDING



VALUES FIT WITH
BRAND



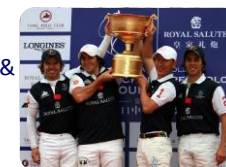
INCLUSIVE



Cooking Class
Mademoiselles
(Japan)



Polo Players &
Spectators

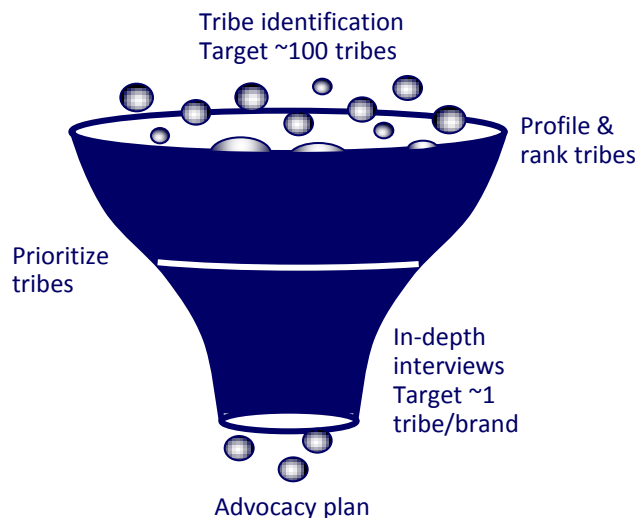


Five Step Process



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→ Identifying the best tribe-brand pairs takes over 6 months and includes qualitative and quantitative research.



1 Workshop 1 IDENTIFY

- Marketing & Commercial Innovation Session – Identify possible brand partner tribes

2 Preliminary PROFILE

- Screening & Desk Research
- Profile on each tribe & quantification

3 Workshop 2 PRIORITIZE

- Overlay consumption & advocacy potential matrix

4 In-Depth UNDERSTANDING

- In-depth 1:1 interviews
- Develop influencer maps and value analysis

5 Development of ADVOCACY PLAN

- Propose tribe-brand pairings
- Qualitative planning and co-creation with leaders – engagement plans.



1. Demographic information
2. Tribal characteristics/ organization
3. Influencer relationships
4. Consumption habits
5. Tribe Online-Offline Touchpoints

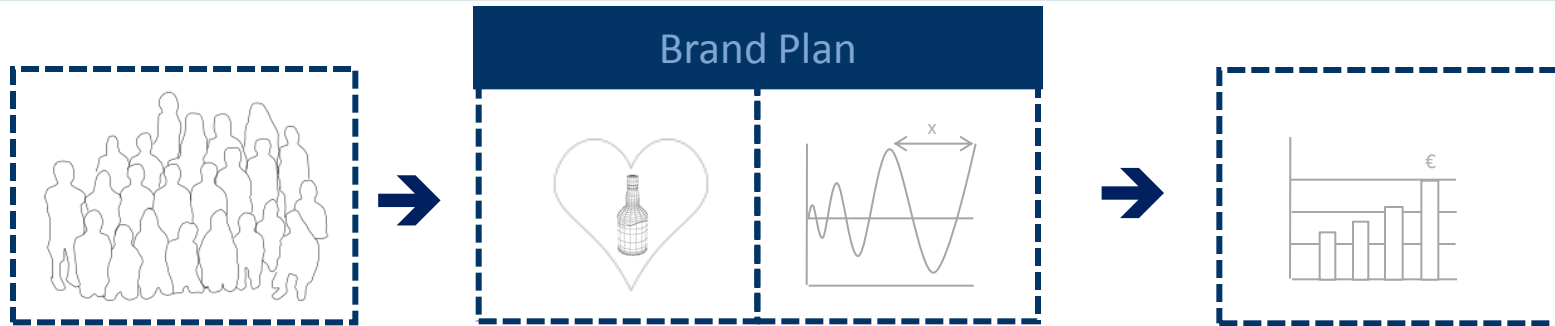


1. Unique comms message
2. Engagement calendar
3. CRM Program
4. KPIs

Large scale adoption but different stages of evolution



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Tribal Strategy

CHIVAS REGAL – GLOBAL TRIBES

JAMESON – GLOBAL TRIBES

CHIVAS 18, CdP

CHIVAS 18, PJ, TGL

MARTELL, JACOB'S CREEK

CHIVAS 18



Engaging Brand Experience

ROYAL SALUTE – GLOBAL TRIBES

GH MUMM – GLOBAL TRIBE

INDIAN WHISKIES

PERRIER JOUET

ABSOLUT

ABSOLUT



Maximizing Propagation

Assessment

BALLANTINES



ROYAL SALUTE



RICARD

- Live Music Groupies
- Contemporary Artists Sth
- Parisian Hipsters
- Rugby Players & Fans



Royal Salute World Polo: An Image Tribe



- World Polo represents a successful and clear tribe for Royal Salute
- Continued support of High Goal polo, notably Palermo in Argentina - essential element to support brand credibility amongst the tribe
- Have recruited two ambassadors from within the tribe who legitimacy to speak on behalf of Royal Salute
- Polo tribe is an image tribe – perfect brand representatives
- Royal Salute's relationship with polo now goes deeper than other sponsor brands



Polo is more than just a tribe but a medium through which we can talk to our strategic target

Tribe Engagement



Advertising

Build awareness through
PR activation across
target media



VIP/Patron Dinners



Digital Engagement



Royal Salute World Polo
"Amplifying the image tribe"

Norton and Sons
partnership



High Goal Tournaments



Innovation



Global Travel Retail





Key Individuals

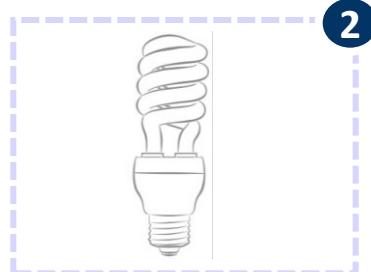
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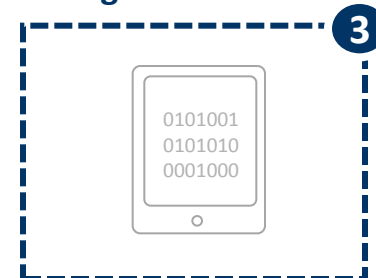
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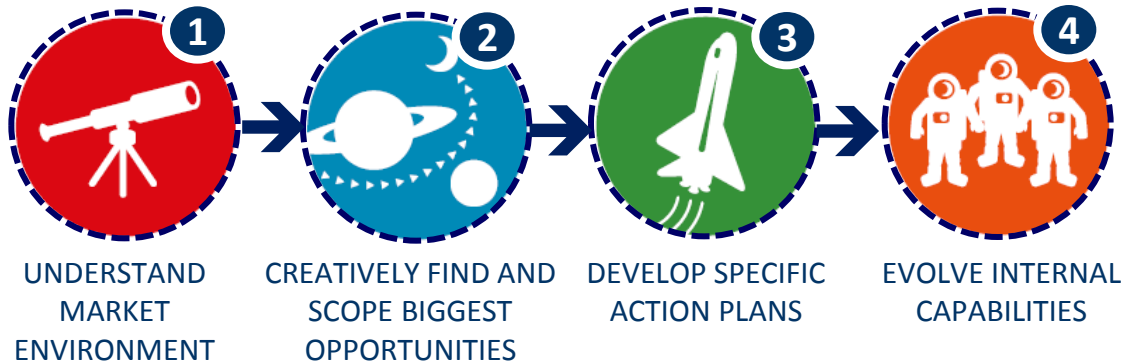
Pierre Berard, Marketing Director- Pernod Ricard China

New bespoke Pernod Ricard Asia innovation process



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"SPACE RACE TOOLKIT"



11

ASIAN MARKETS ADOPTING NEW SPACE RACE PROCESS

→ 4-6

ACTIONABLE
INNOVATION
OPPORTUNITIES
PER MARKET



4 THEMES DEVELOPED

Consumer:

Review of emerging consumer segments both high and low end



5 INNOVATION PROJECTS ALIGNED ON:

Emerging Consumers

CAFÉ DE PARIS



FUN SEEKING GALS

- Use influencers to deliver disruptive product experience to key consumer tribes and expand
- Establish Café de Paris as the clear choice for relaxed social occasions



Scoping and targeting the opportunity:

1. Consumer tribes:

- Who are the tribes?
- Who leads them?

2. On trade segmentation: where do these consumers frequent?

3. Influencer strategy: consumer interviews / Ethnographic studies

4. Margin opportunity scoping

5. Goal setting

FUN SEEKING GALs:

HYPER SOCIAL, "GIRL-LY", SPONTANEOUS



FULL PROFILE MAPPING:

FAVORITE MUSIC BAND, COLOUR, LIFESTYLE,
FILMS, HANGOUTS, ACCESS TO
INFORMATION, ETC.



NAIL ARTIST / SALONS



ABC COOKING SCHOOL

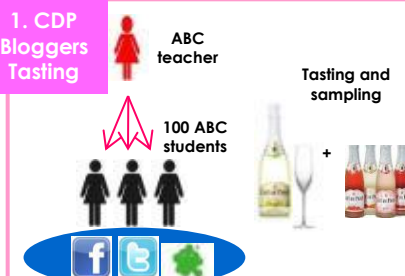


Japan - Actions



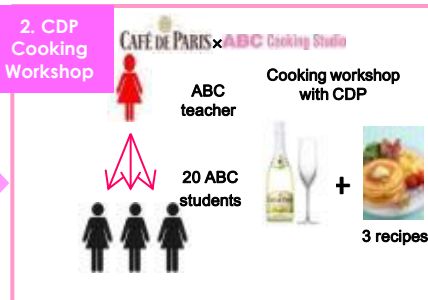
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1. CDP Bloggers Tasting



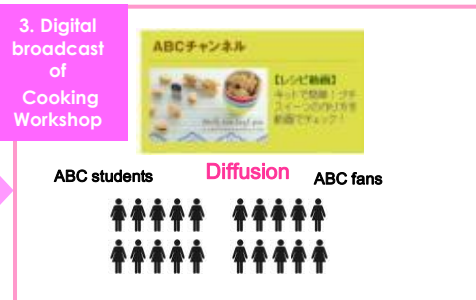
- ▶ Tasting session of CDP with 100 SNS users among ABC students

2. CDP Cooking Workshop



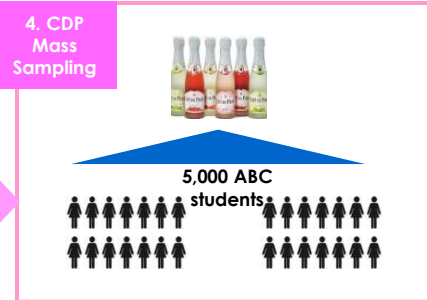
- ▶ CDP Cooking Workshop by to develop 3 original recipes with video shooting

3. Digital broadcast of Cooking Workshop



- ▶ Broadcast videos on ABC web site (600K/month), YouTube, mail magazine, twitter and facebook (86,000 likes)

4. CDP Mass Sampling



- ▶ Sampling of CDP 20cl to 5,000 ABC students in targeted branches



5. Nail EXPO 2012 tie up



50,000 visitors / 2 days



Tasting and show



Online media broadcast



Professionals and enthusiasts



- High connection / exchange among professionals
- Contests / training sessions / trade show
- 1,150 glasses of CDP served
- Promote Café De Paris and drive influence and recommendation

6. Nail Artist Community

70K nail artist community



GALS consumer group



- Good influence to customers
- Intimate environment
- Trusting relationship
- Social, high involvement occasion for target





Key Individuals

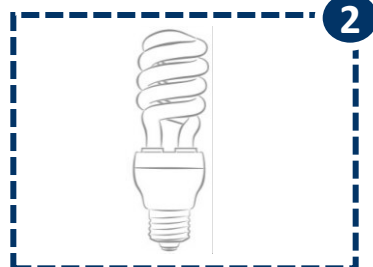
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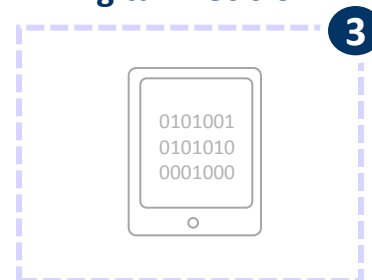
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In today's digital environment



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CLUTTERED SPACES

ADVERTISING WASTAGE

EXCESSIVE DATA



EMPOWERED INDIVIDUALS

NEW DEVICES AND TOOLS

'ALWAYS ON' MENTALITY

UNDERSTAND BEHAVIOUR

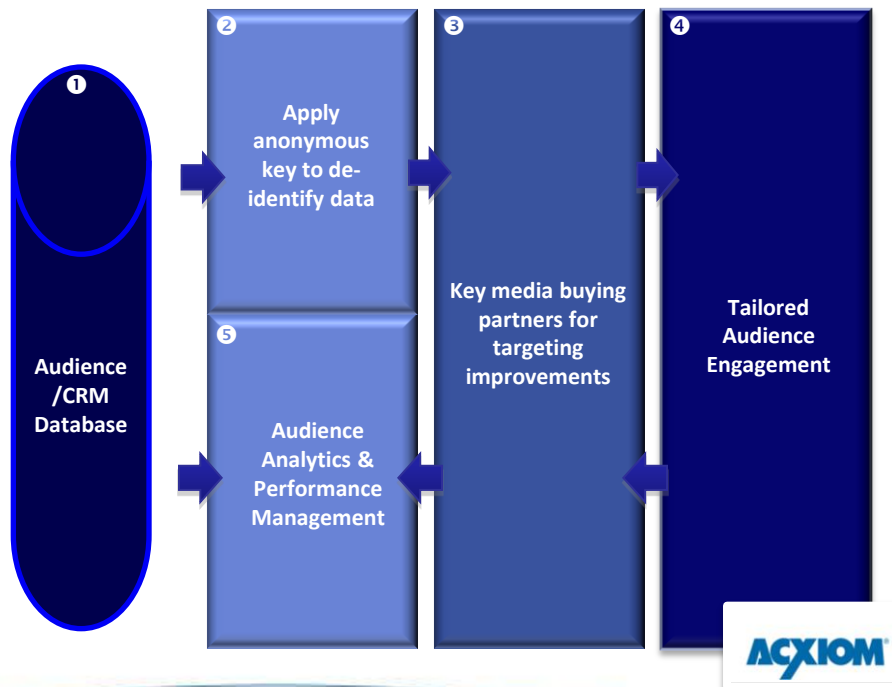


Understanding digital behaviour



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What we do...



What we learn...



We create a tailored and connected brand experience



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MARTELL NOBLIGE – JOIN THE NEW ELEGANCE



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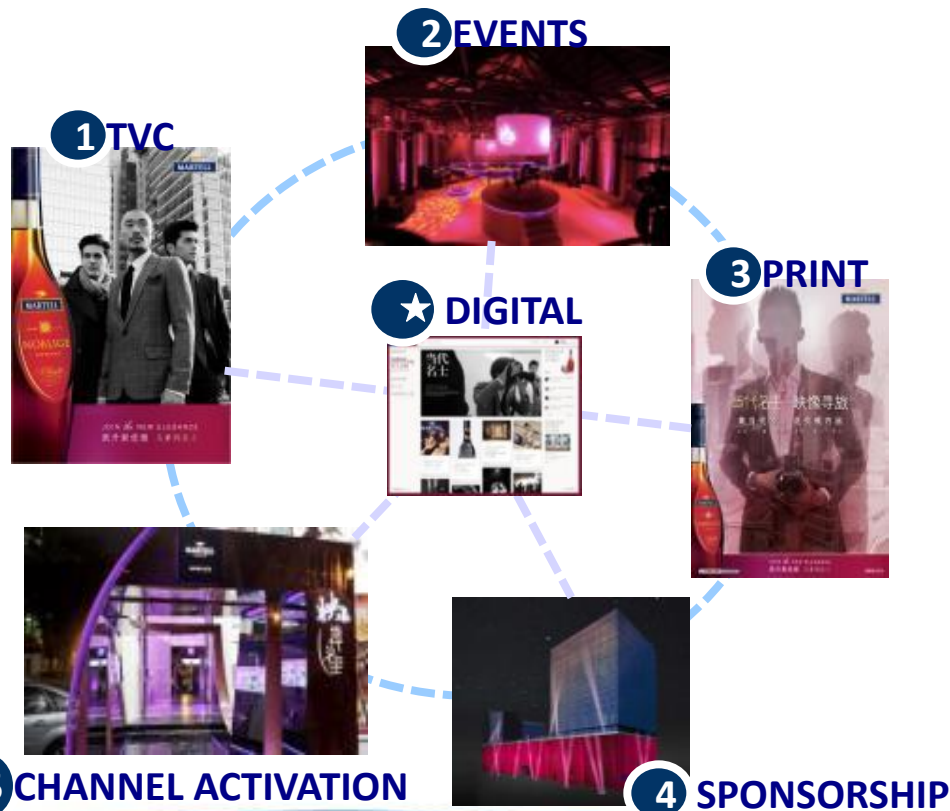


3' VIDEO

Digital is at the heart of all engagements



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*FASTEST GROWING PRODUCT
AMONGST BIG BRANDS*

09/10 - 12/13

Volume* Index 100 → 245

Share of Market* 30% → 38.2%

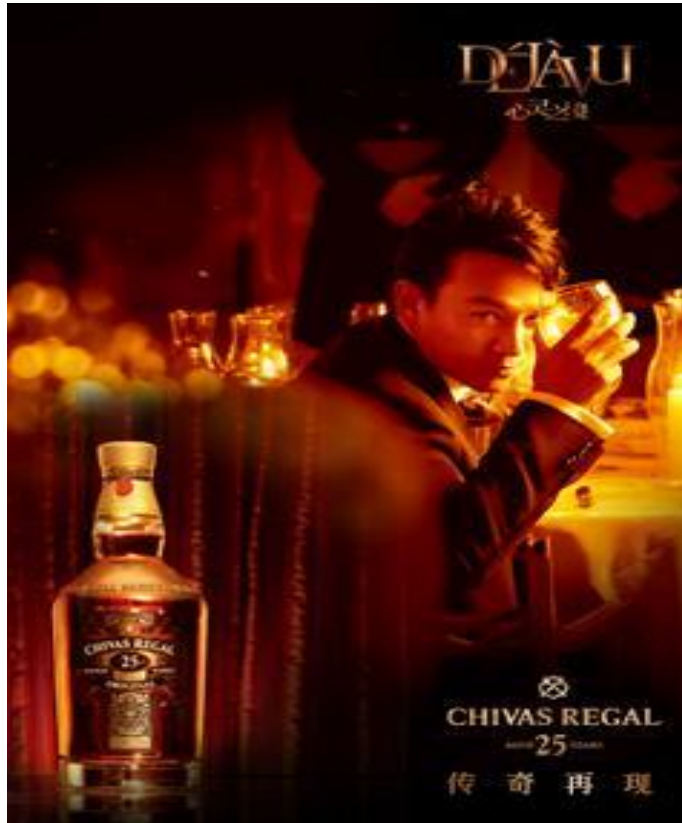
Advocate & friends 15% → 27%

* Source: RMDB

A leading practice on all brands






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Data tracking of digital activation



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(Millions)				Total
People Reached	189	460	6	656
People Engaged	10	8	1	19
Video Views	9	7	0.5	16.5

Source: Digital tracking - Past 2 year results of digital activation

Experience managing digital eco-systems

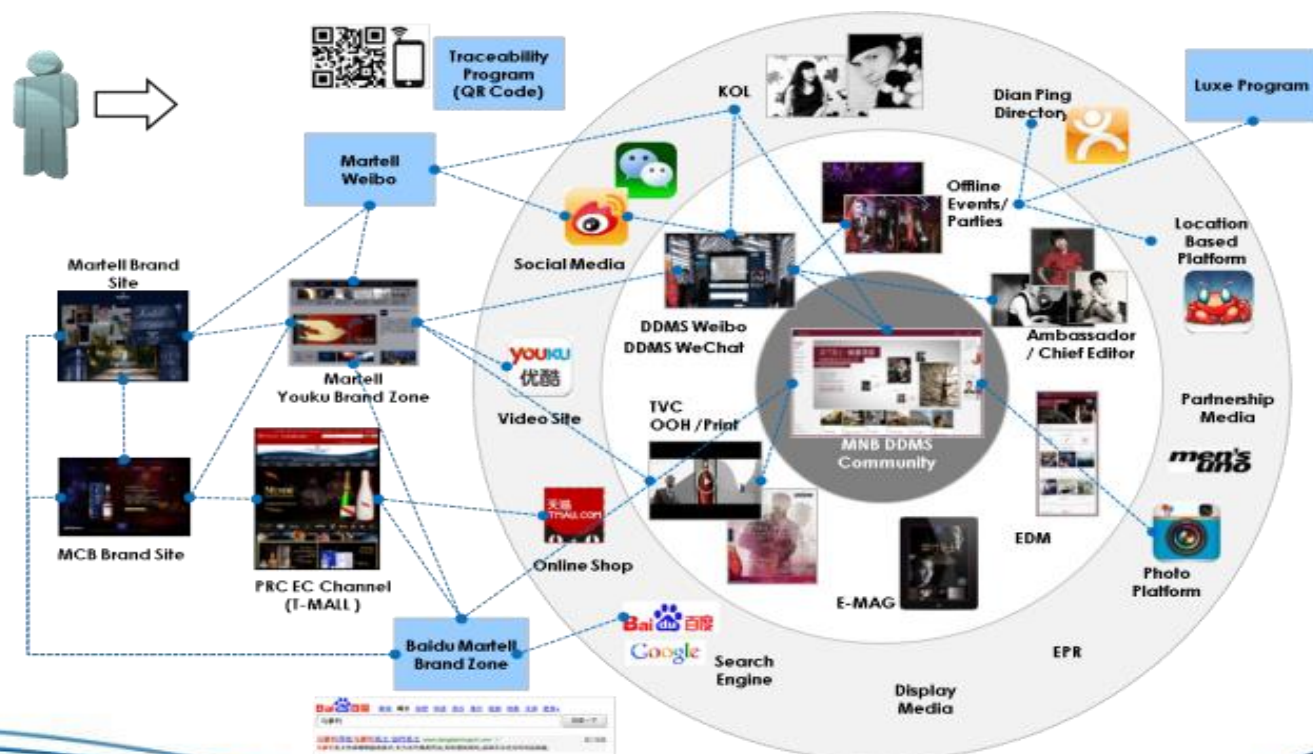


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17 DIGITAL ASSETS

10 DIGITAL PLATFORMS

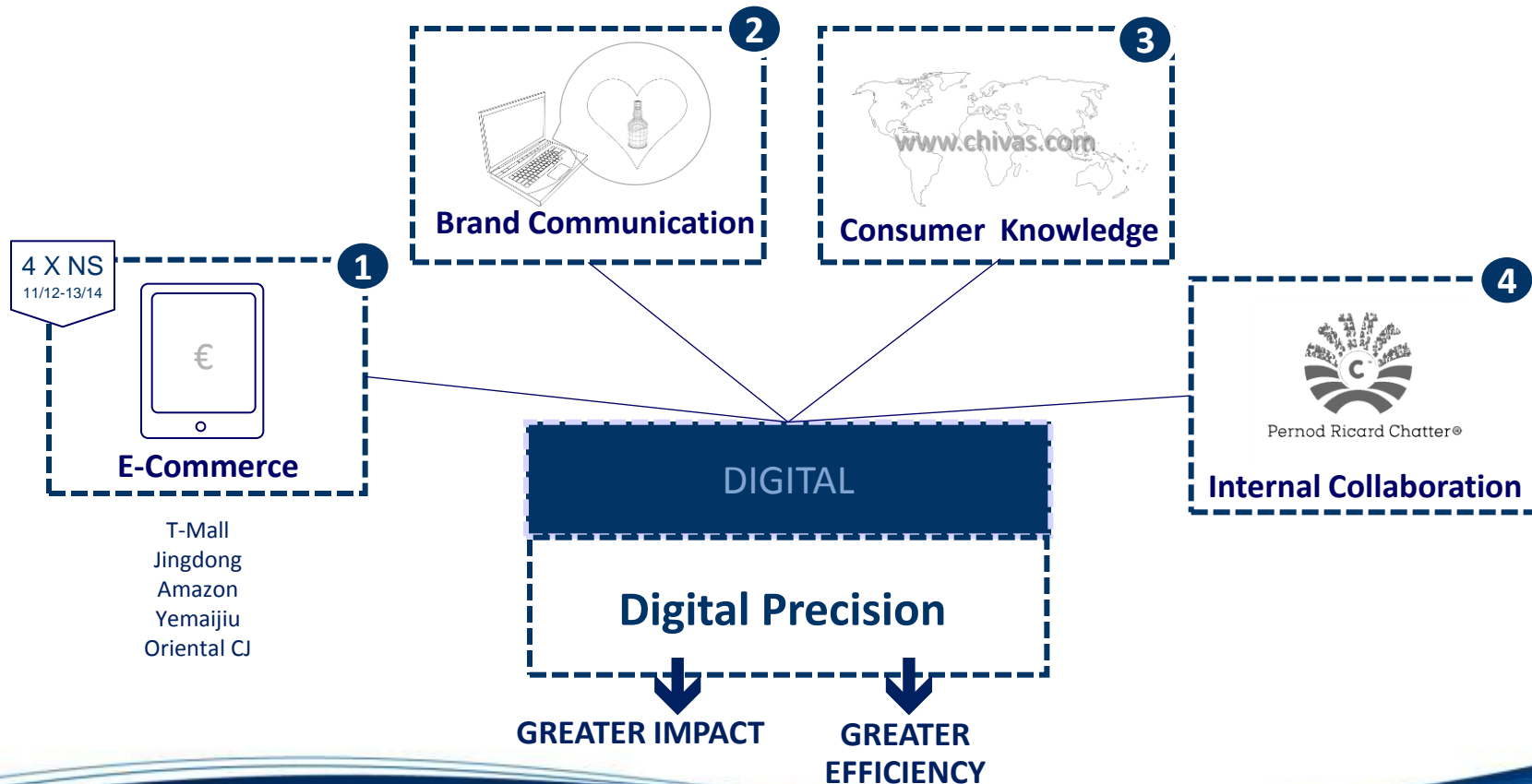
MANAGED IN REAL TIME



Multiple touch points and platforms



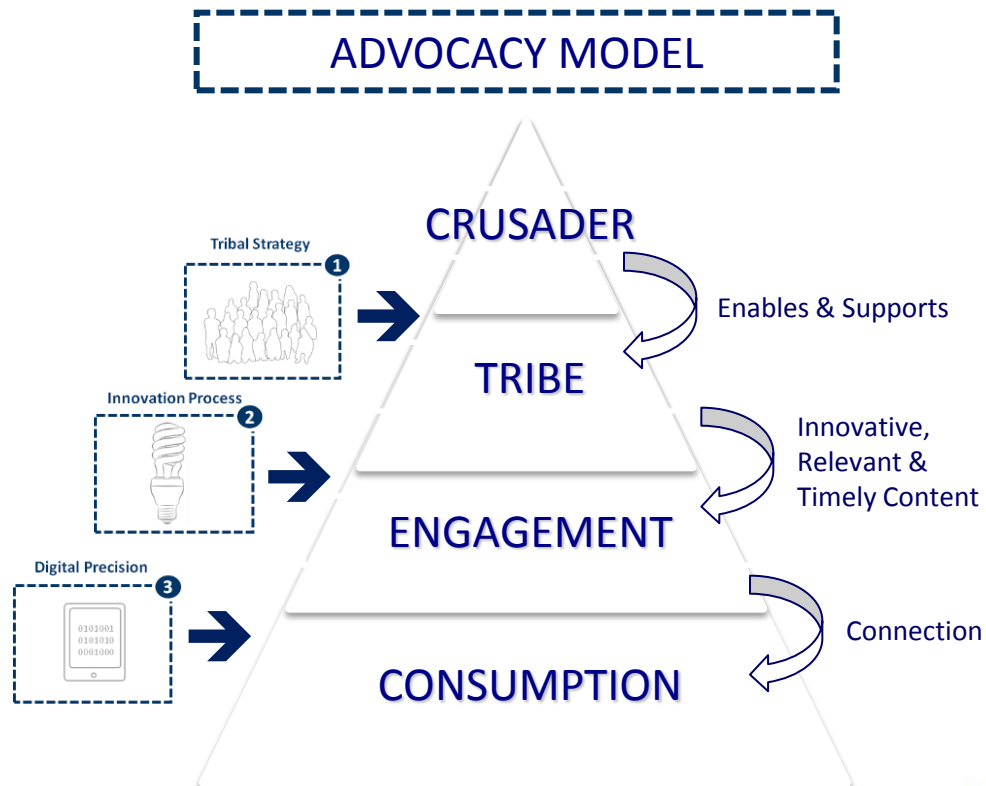
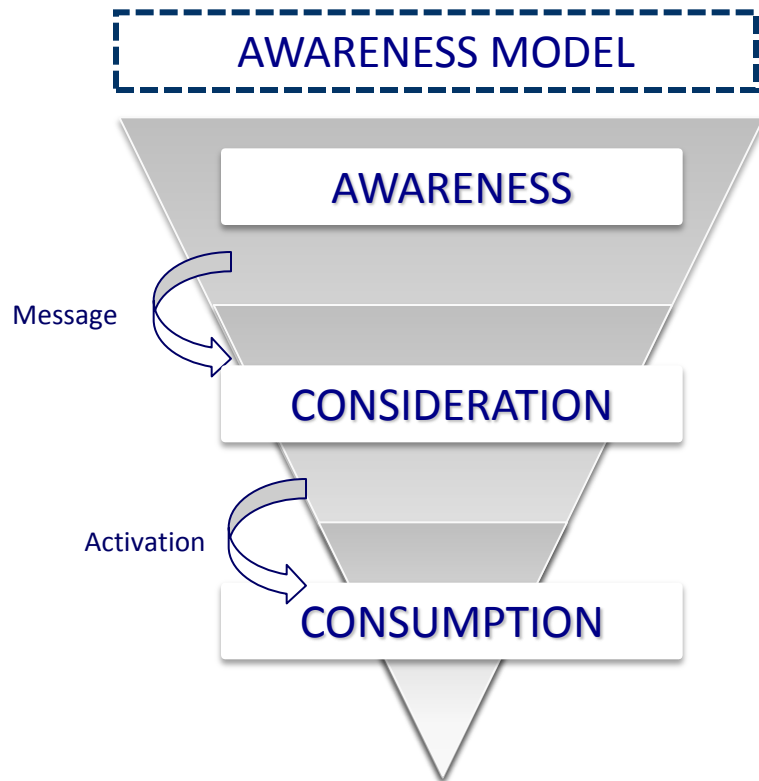
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Conclusion



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