Pernod Ricard

INNOVATION

26 January 2011

Pernod Ricard

INNOVATION

26 January 2011

Pierre Pringuet
Directeur Général



Pernod Ricard

AGILITY

THE ROAD TO LEADERSHIP



Pernod Ricard

Créateurs de convivialité


RICARD

CREATIVELY KEEPING OUR HERITAGE UP TO DATE



BE ON OUR CONSUMERS' WAVELENGTH
RICARD, A LISTENING BRAND



BREAK FREE OF THE CATEGORY'S USUAL CODES



RICARD, A GLOBAL BRAND WITH DISTINCTIVE PACKAGING



A PREMIUMISATION STRATEGY



STATUS
ELEGANCE
MODERNITY


RICARD
45
PASTIS
de
MARSEILLE
FRANCE

PREMIUM AND POPULAR




RICARD®

A BOTTLE THAT RESPECTS THE LEGACY



A UNIQUE PACKAGING FOR A UNIQUE PRODUCT



PURE, ELEGANT, MODERN LINES




RICAR
PASTIS
DE
MARSEILLE

NEW SILHOUETTE
FEBRUARY 2011





A COLETTE'S IT BAG

RICARD FACEBOOK FAN PAGE



EVENT-BASED MEDIA PLAN



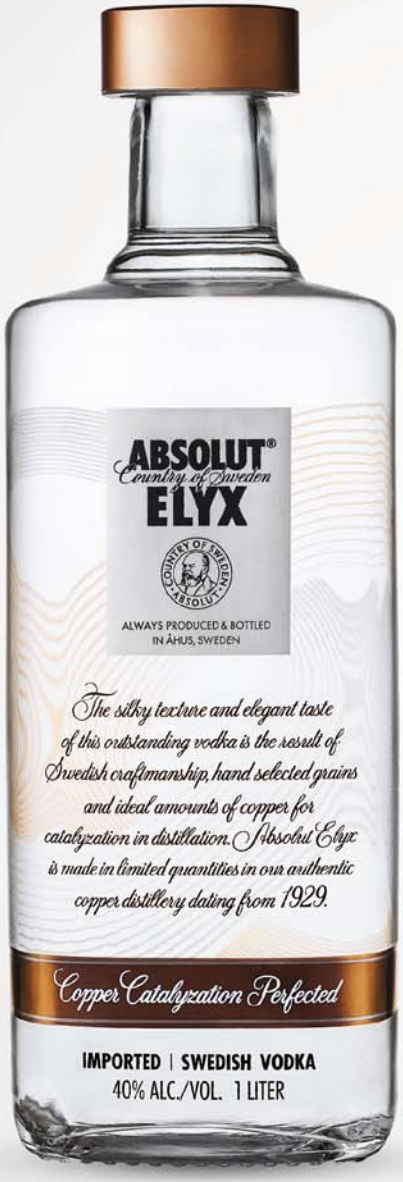
Pernod Ricard

INNOVATION

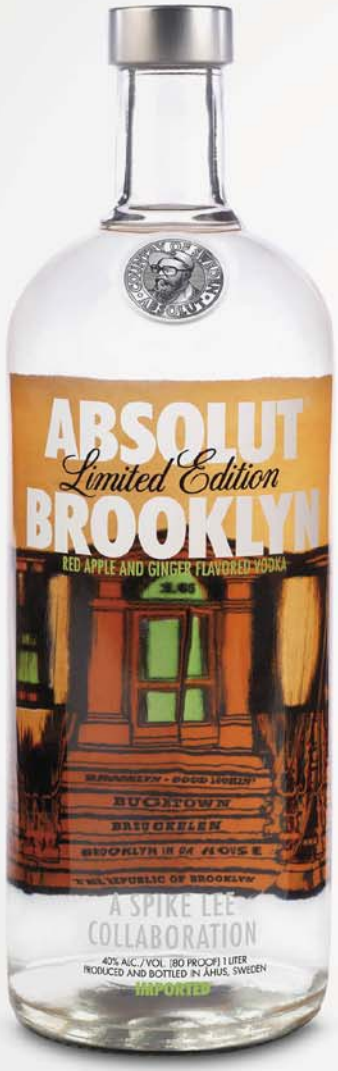
26 January 2011

Martin Riley
Director Marketing

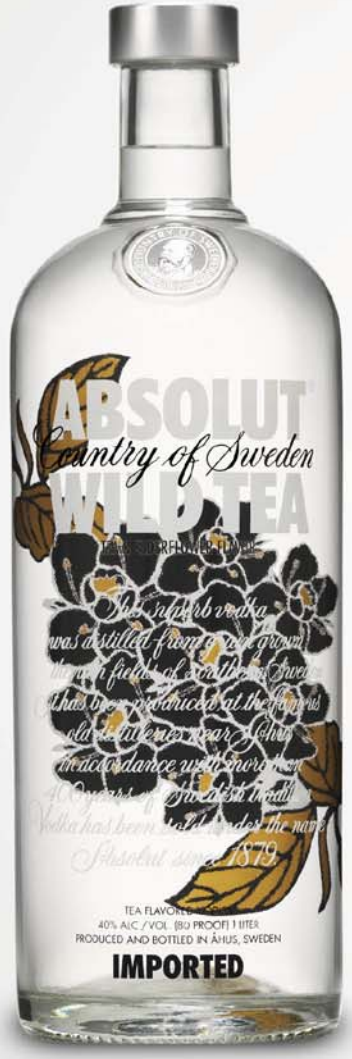
NEW PRODUCTS



ABSOLUT ELYX



ABSOLUT BROOKLYN



ABSOLUT WILD TEA

FACEBOOK.COM/ABSOLUT



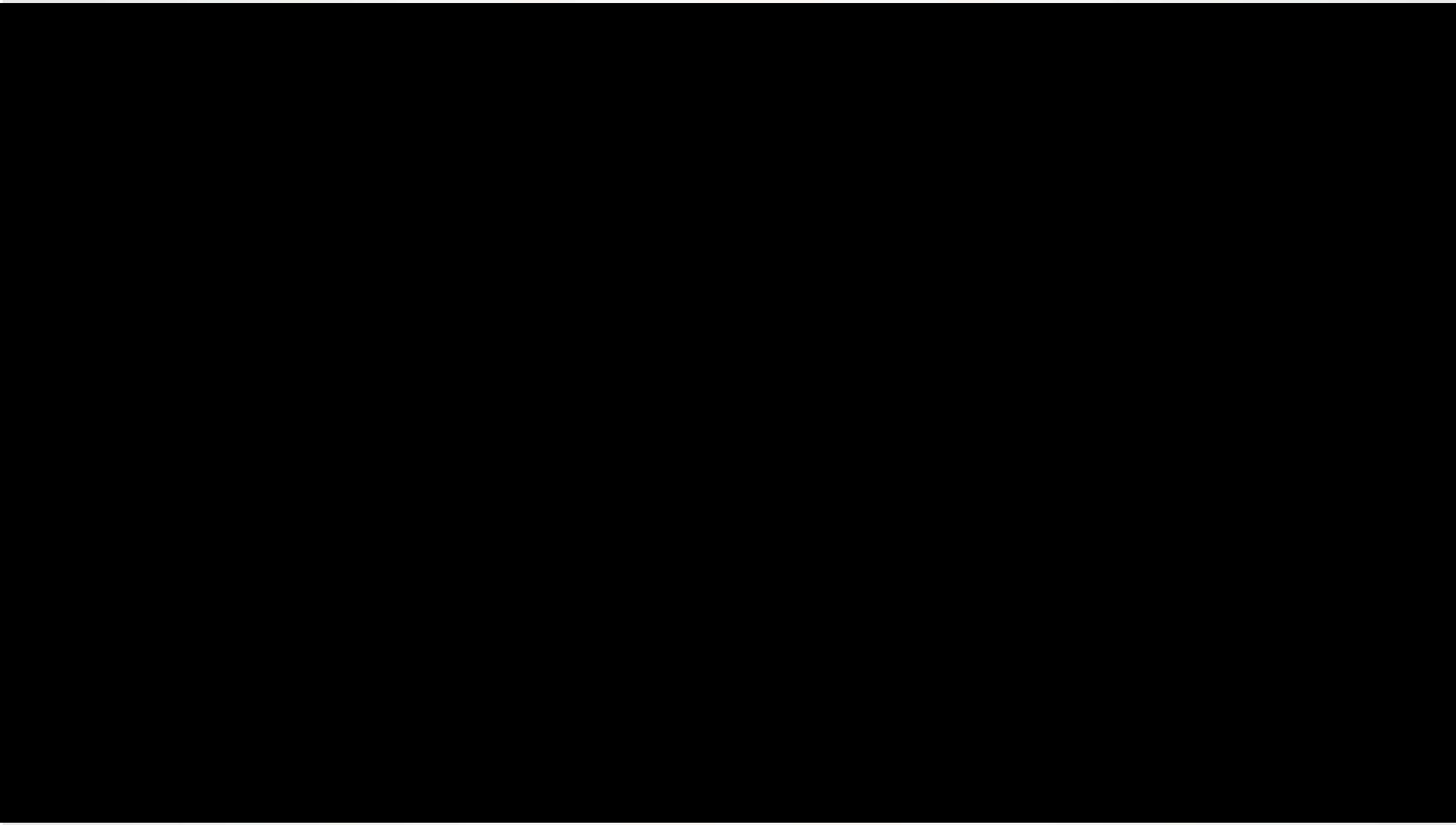
ENJOY WITH ABSOLUT RESPONSIBILITY®
ABSOLUT WILD TEA. 35% ALC/VOL (70 PROOF) FLAVORED VODKA. PRODUCT OF SWEDEN. 40% ALC./VOL. (80 PROOF) IMPORTED BY ABSOLUT SPIRITS CO., NEW YORK, NY.

Introducing

ABSOLUT WILD TEA

Cocktails Perfected

A VISION FROM KAREN O AND WARREN DU PREEZ & NICK THORNTON JONES



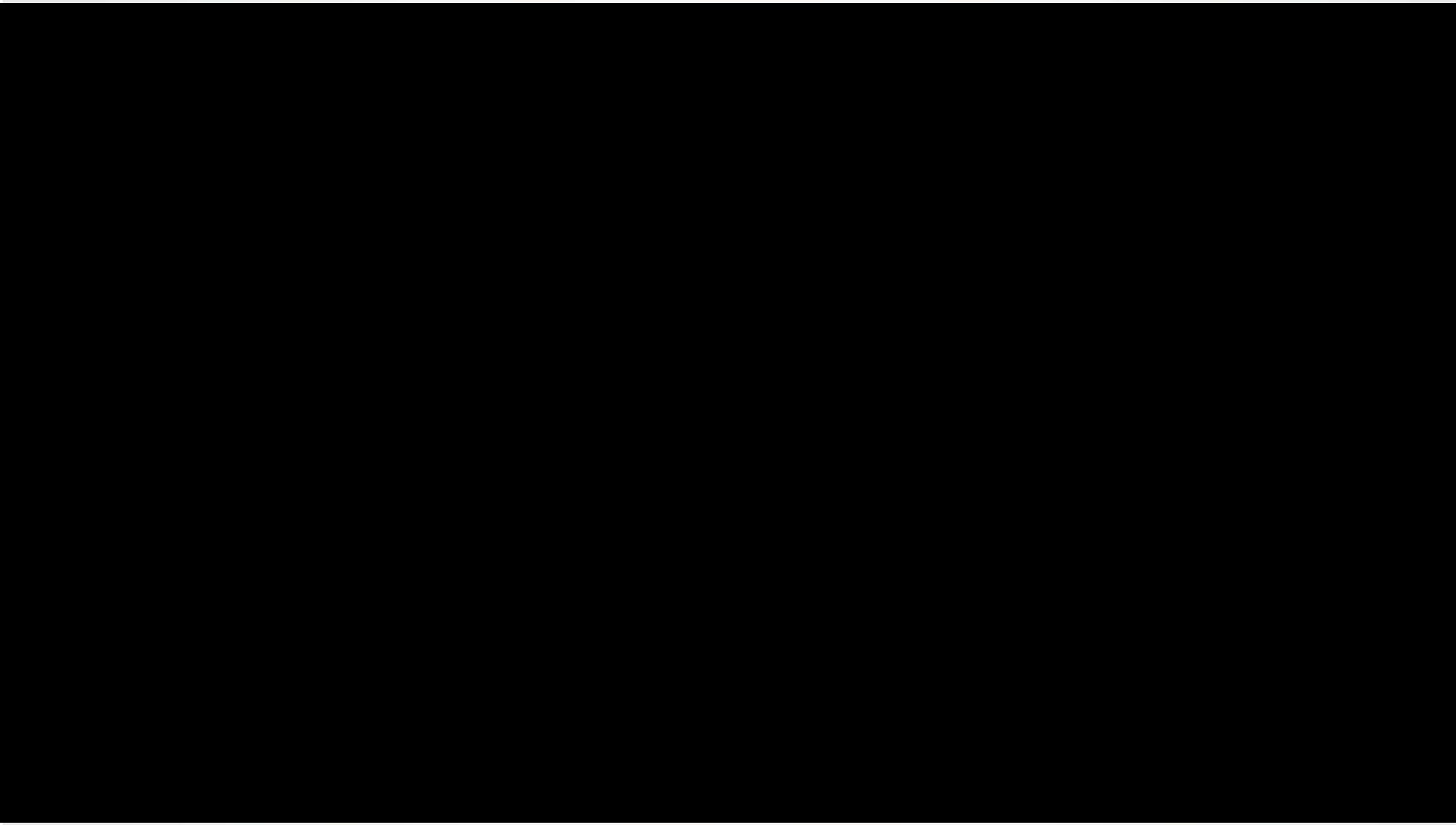


ABSOLUT WATKINS

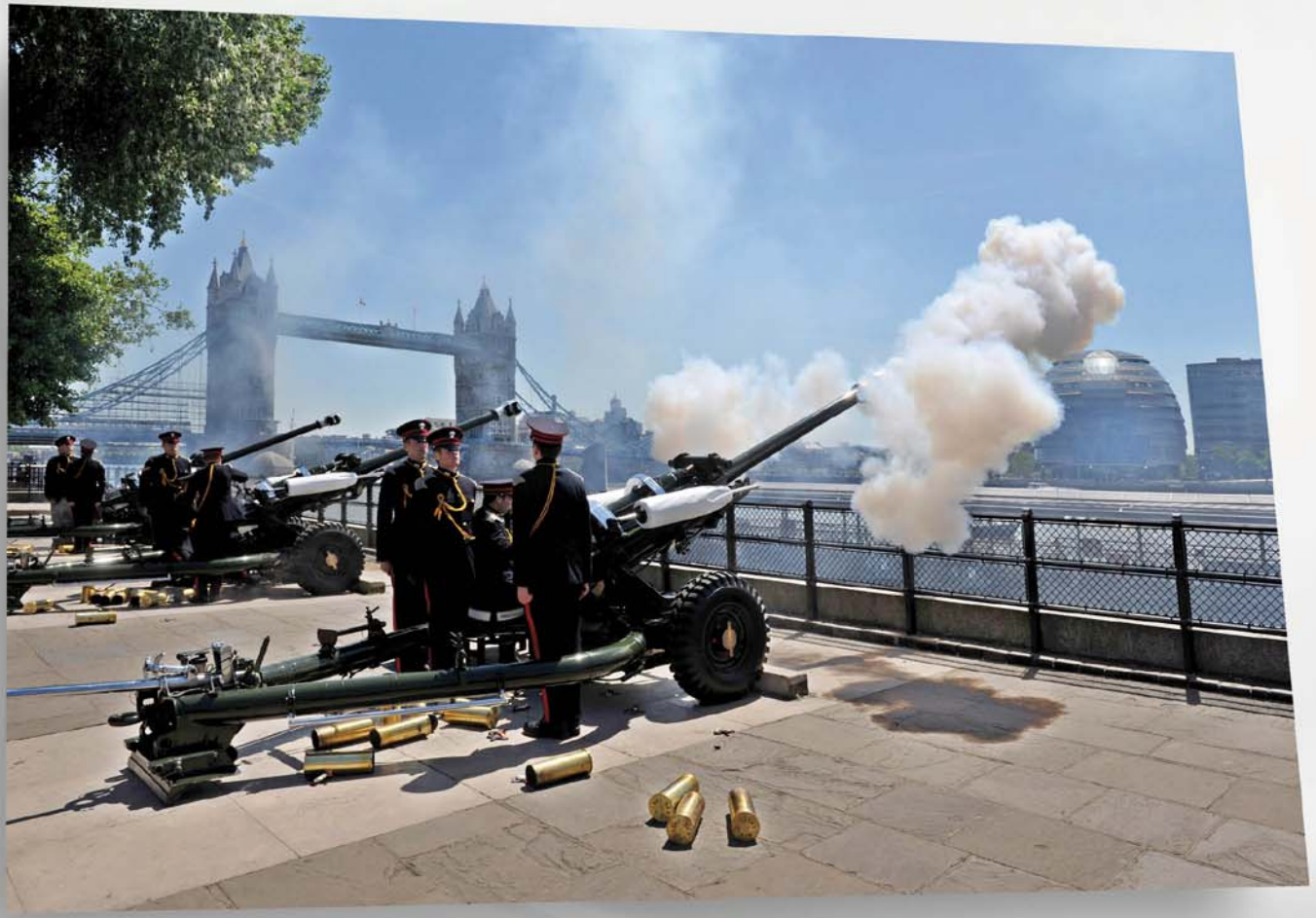


ROYAL SALUTE

62 GUN SALUTE



ROYAL SALUTE 62 GUN SALUTE



ROYAL SALUTE 62 GUN SALUTE



ROYAL SALUTE 62 GUN SALUTE



ROYAL SALUTE 62 GUN SALUTE



NEW PACKAGING LIMITED EDITION AND POINT OF SALE

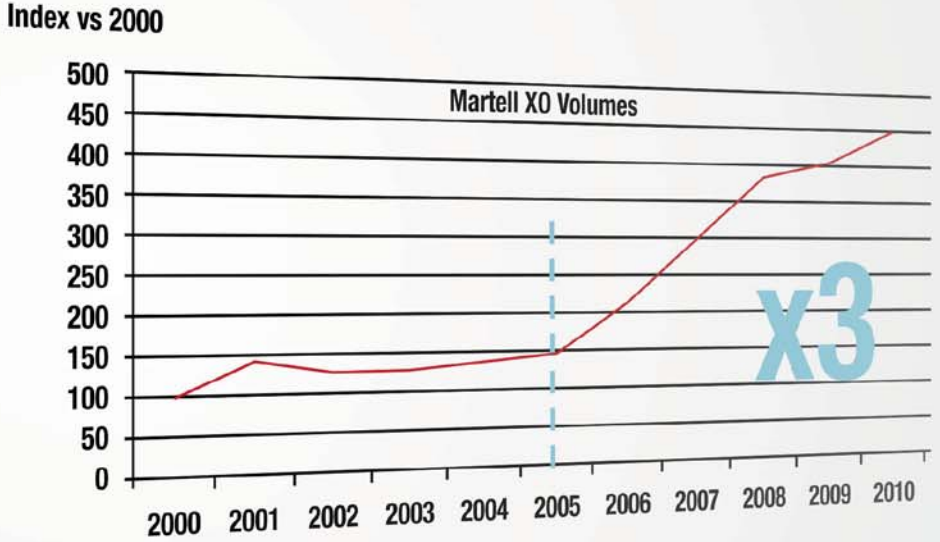
MARTELL XO

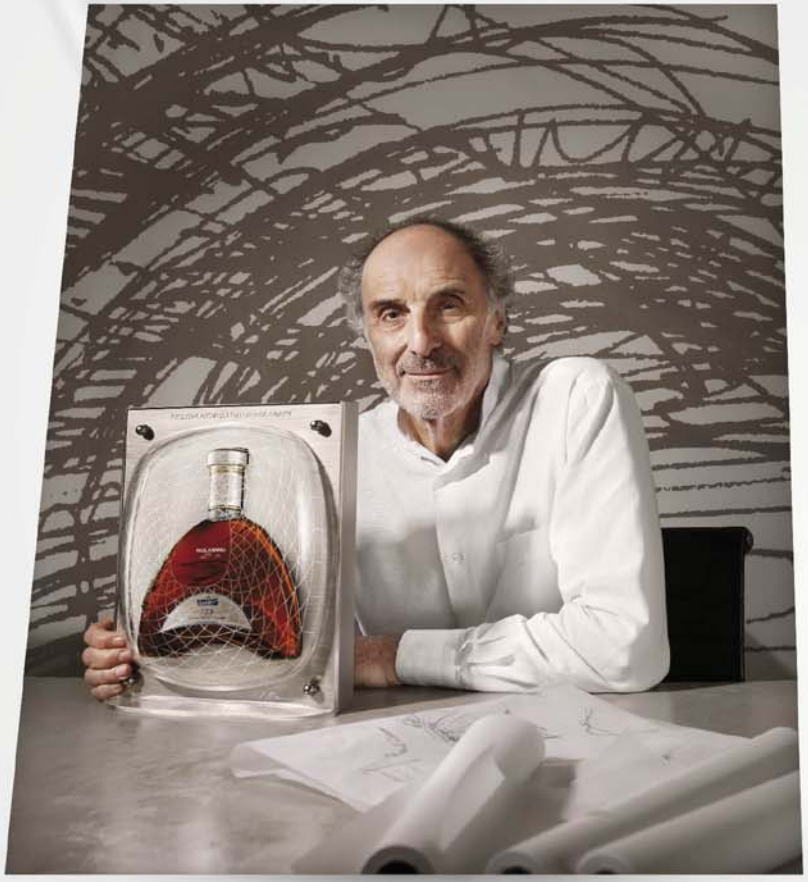




MARTELL XO

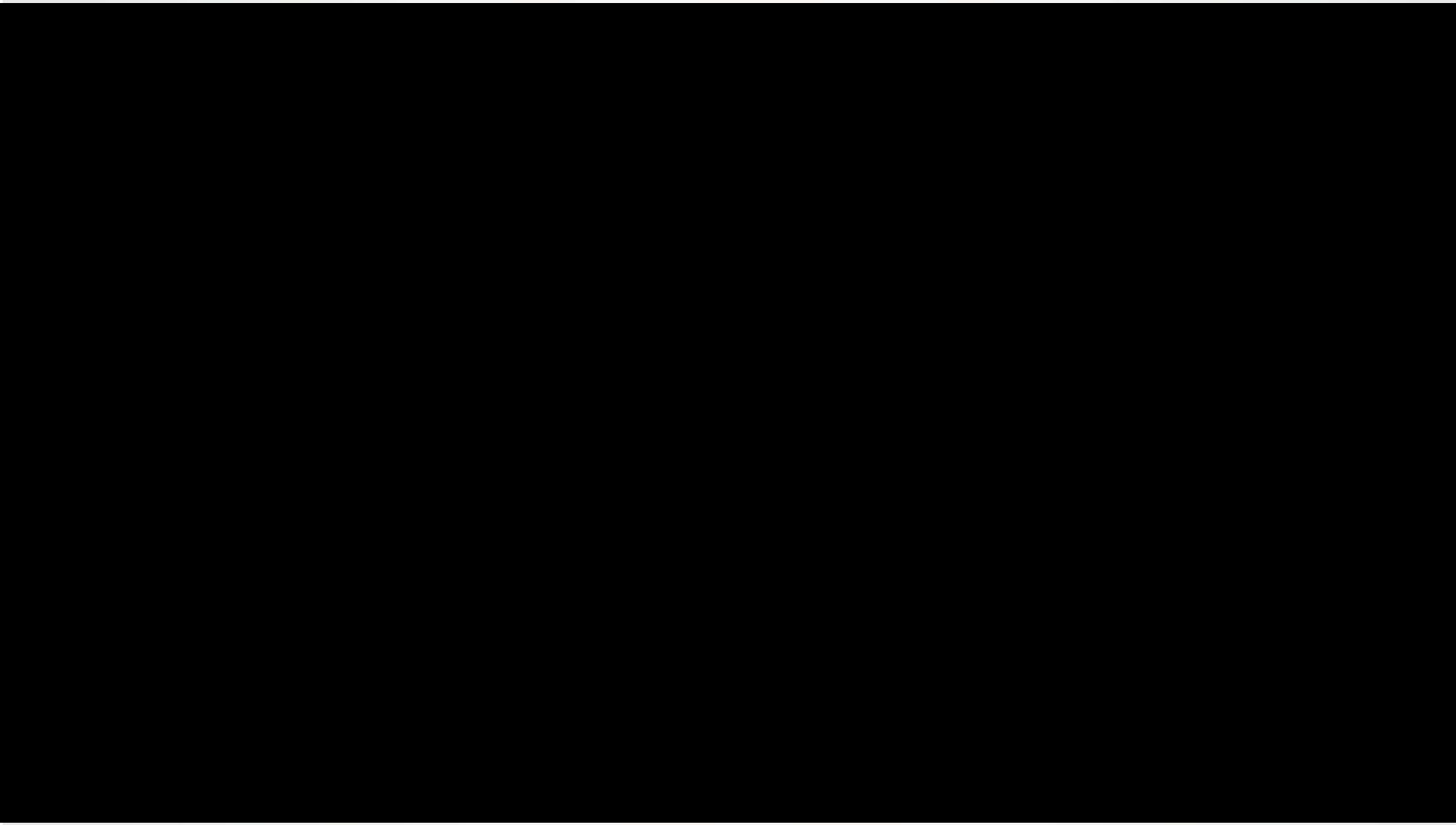

MARTELL
XO


Index vs 2000
Martell XO Volumes
500
450
400
350
300
250
200
150
100
50
0
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
x3



MARTELL XO

LIMITED EDITION PAUL ANDREU



CHIVAS REGAL



BIECHER



VAN DER STRATEN



OTHONIEL



HUYCKE



GIZARD



PUTMAN



MCQUEEN

CHIVAS REGAL 12

BY CHRISTIAN LACROIX



CHIVAS REGAL 12

BY CHRISTIAN LACROIX



CHIVAS REGAL 18

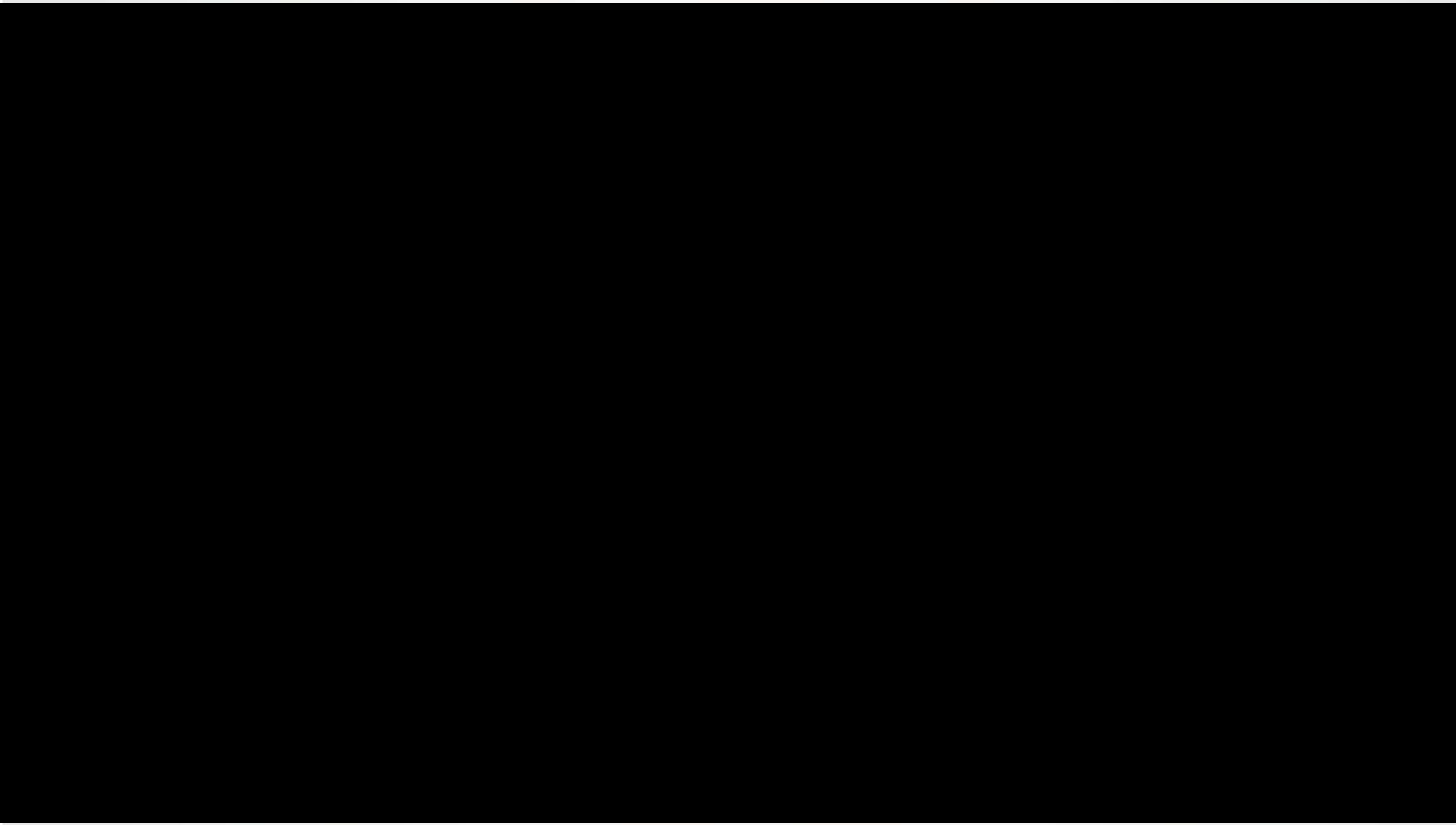
BY CHRISTIAN LACROIX



DRINKING RITUALS AND BRAND EXPERIENCES



BEEFEATER 24

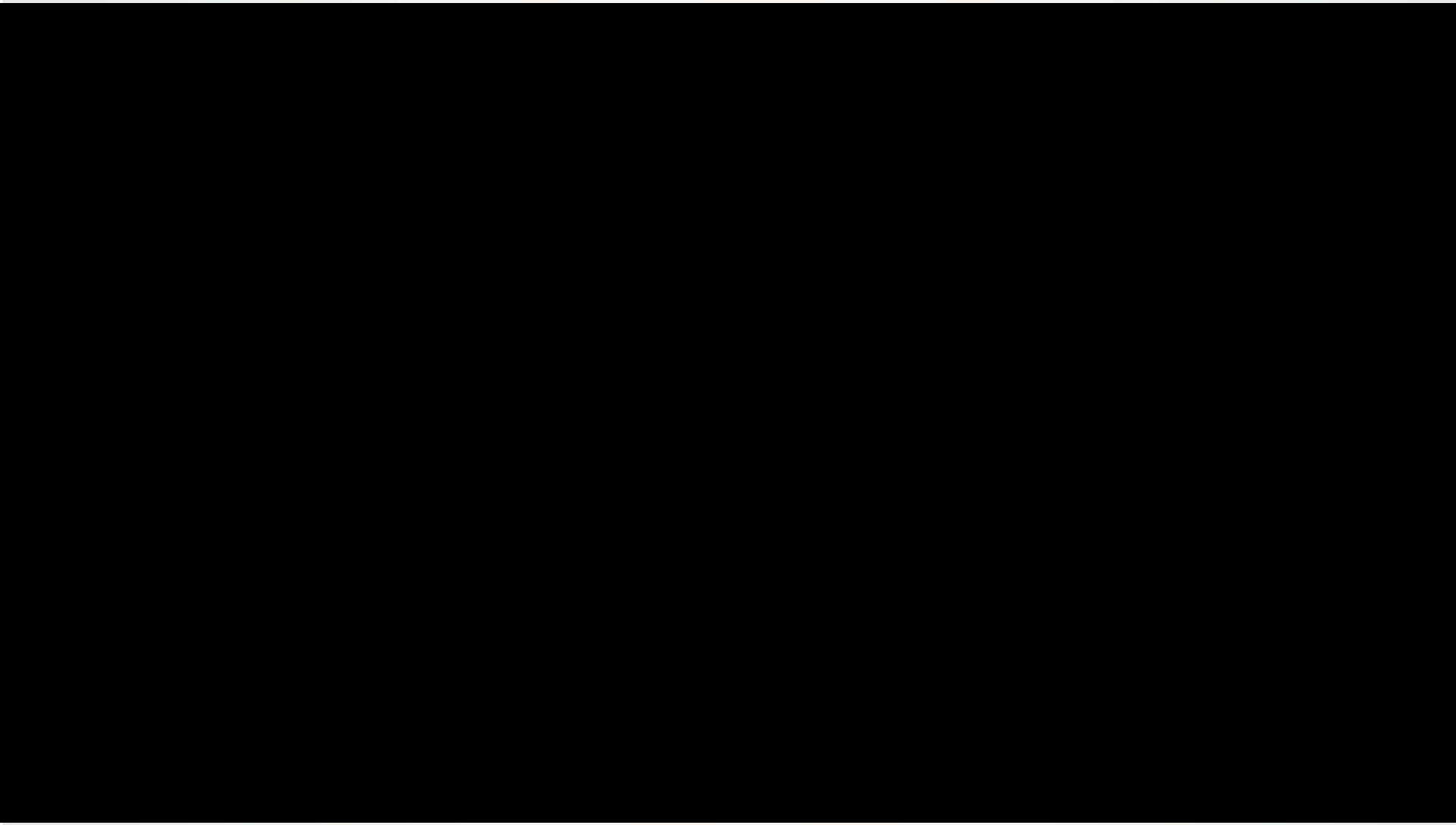


COMMUNICATION AND DIGITAL

BALLANTINE'S

WWW.ELPLANB.TV







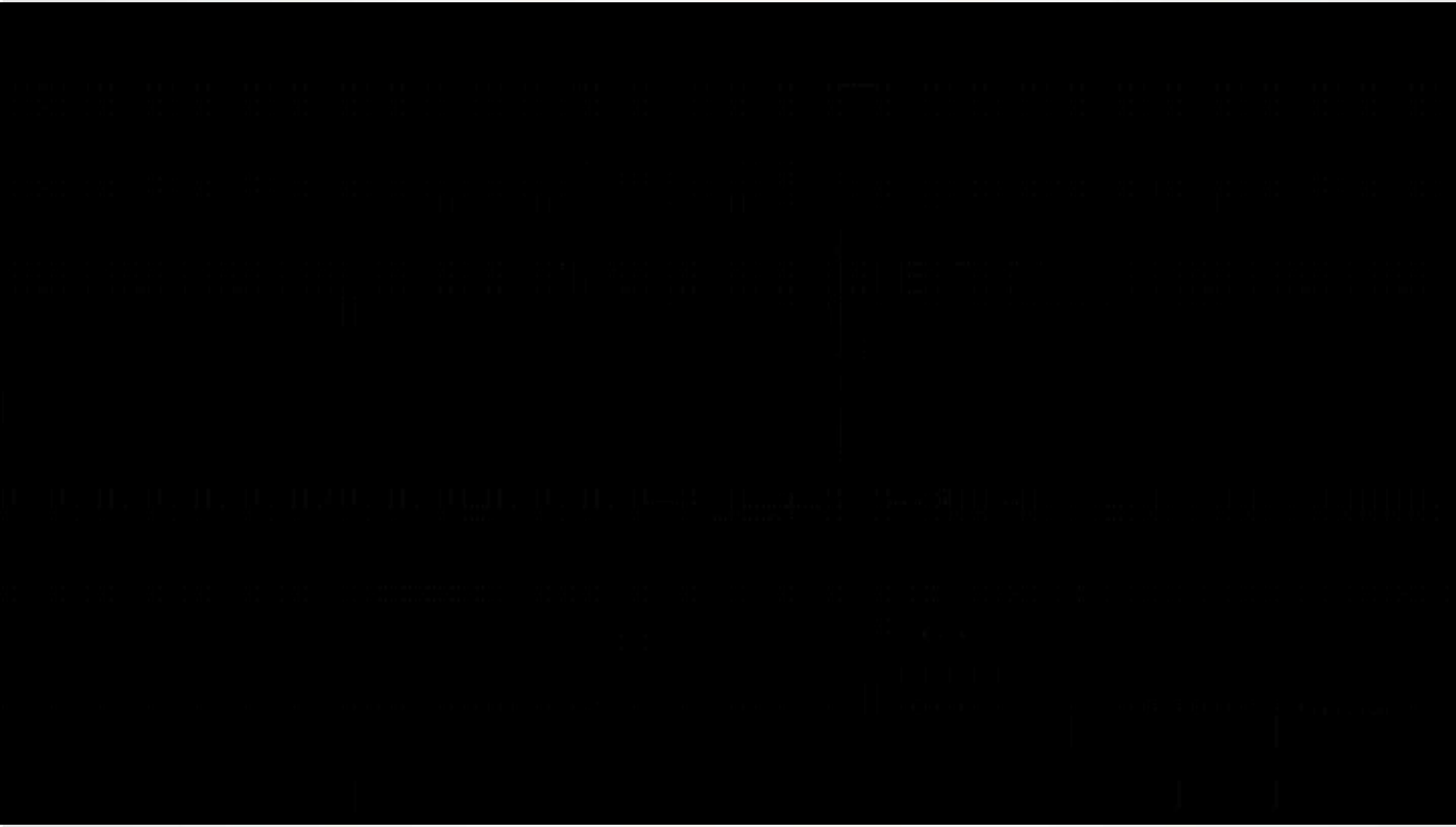
HAVANA CLUB


DRINK RESPONSIBLY
NOTHING COMPARES
TO HAVANA
www.havana-club.com
Havana Club



KAHLÚA DELICIOSO





KAHLÚA DELICIOSO



The New York Times

November 10, 2010

A Sly Campaign That Has Fun With the Product and the Form



A new ad campaign for Kahlúa features the actress Ana de la Reguera making silly declarations in sincere fashion in offbeat settings.

By Stuart Elliott

A campaign for Kahlúa, the coffee liqueur from Mexico, is taking an offbeat tack that is indicative of a change in how marketers speak with consumers.

The campaign, now under way, is the first from a new Kahlúa creative agency, TBWA/Chiat/Day. It is reminiscent of playful ads for products as disparate as Old Spice body wash, Dos Equis beer, National Car Rental and minivans sold by Honda and Toyota.

In all those instances, the campaigns adopt an approach that could be described as antic whimsy, offering over-the-top statements that are delivered with a straight face — and tongue planted firmly in cheek.

For Kahlúa, the Mexican actress Ana de la Reguera appears in commercials making silly declarations in sincere fashion. In one spot, she proclaims, "Spanish makes everything sound more intriguing," then tries to prove her point by uttering in a come-hither voice everyday words like "grapadoras" (staplers), "zapatos" (shoes) and "piano" (piano).

"O.K.," Ms. de la Reguera says of piano, "maybe not the best example."

In another commercial, she seeks to demonstrate how the residents of Veracruz, Mexico, where she — and Kahlúa — are from, "combine things that you may not expect to go together," like a plush sofa sitting incongruously in a field, miles from any living room, or a boombox radio that improbably doubles as a toaster.

Even the theme of the campaign, "Delicioso" ("Delicious"), is treated with mock grandeur. The responsibility messages in tiny type at the bottom of the print ads assert, "Drinking responsibly is muy delicioso."

The approach of the ads echoes the creative tacks of several current popular campaigns. Dos Equis features a character, named the Most Interesting Man in the World, whose outlandish accomplishments — "He speaks French in Russians," "Alien abduction) have asked him to probe them"— are described as if they were actually achievable.

The Old Spice campaign, called "Smell like a man, man," presents a character who offers his manly patter — "Look at your man. Now back at me. Now back at your man" — as if it makes sense. In commercials for National, an announcer salutes the everyday business traveler as a superhuman "business pro."

And in the minivan campaigns from Toyota and Honda, drivers rave that their prosaic vehicles are "swagger wagons," and the arrival of new models is heralded by fireworks as if they were hot sports cars.

"It's advertising that's making the joke for you," said Barbara Lippert, the ad critic for Adweek Media, "doing this dance of irony and sarcasm to make fun of the thing it's selling" before the consumer can.

Ms. Lippert praised the approach because "everyone who it is aimed at gets it." She identified the target as the types of shoppers who stand up their own sales for the cheap-chic merchandise sold by Target by calling the store "Tar-zhay."

But "it seems like a delicate balance," Ms. Lippert said, to succeed in delivering a pitch that pokes fun at its own purpose.

Executives at TBWA/Chiat/Day and Pernod Ricard, which imports Kahlúa, acknowledge the pitfalls of the tactic.

"It has a bit of a wink or a nudge, but it's not outrageous or silly," said Dan Lundberg, global marketing director for Kahlúa at the Absolut Company unit of Pernod Ricard. "It felt like a very natural way to tell the Kahlúa story instead of doing something more traditional."

"There are a lot of consumers who do not necessarily know what Kahlúa is, what's in it, where it's from, and they can learn in an entertaining way," Mr. Lundberg said. "We're proud of our heritage, but at the same time we want to have fun with it as well."

Lisa Topol, a creative director at TBWA/Chiat/Day in New York — part of the TBWA Worldwide unit of the Omnicom Group — traced the idea behind the campaign to the phrase "licor delicioso" ("delicious liqueur"), which appears on the labels on Kahlúa bottles.

"There's something playful and fun about the word 'delicioso,' " Ms. Topol said, underlining that "Kahlúa is unpretentious, not a stodgy brand, a drink you want to have with friends."

When the agency was pursuing the Kahlúa creative assignment, said Adam Stagliano, chief international strategy officer at TBWA Worldwide, "we did go down the path of a more straight-on provenance story, but the brand seemed to be taking itself a little too seriously."

"The job from the client was, 'You need to shake people up a little bit,' " Mr. Stagliano said, and the "Delicioso" campaign does that with a "magical realism: it's rooted in reality, but it has this magical spirit."

The campaign, with a budget estimated at $15 million to $20 million, includes, in addition to the commercials, print advertisements, in magazines like Bon Appétit, Cosmopolitan, Esquire, GQ and InStyle; a presence in social media, led by a coming redesign of the brand's Facebook page; and a Kahlúa application for mobile devices.

The digital elements of the campaign are being handled by the New York office of Great Works, an interactive agency that also works on other Pernod Ricard brands like Absolut vodka.

The Pernod Ricard USA unit of Pernod Ricard spent $14.3 million to advertise Kahlúa in major media last year, according to Kantar Media, part of WPP, up 42.4 percent from the $10 million spent in 2008.

The increase may have been meant to counteract a decline in the brand's sales volume in the United States, which fell to a million cases last year from almost 1.1 million cases in 2008. (That mirrored a decline globally, to 1.8 million cases last year from 1.9 million in 2008.)

SCALPEL: INSPIRING CREATIVE COLLABORATION

A SHORTCUT TO INSPIRATION


LEADER


PIONEER

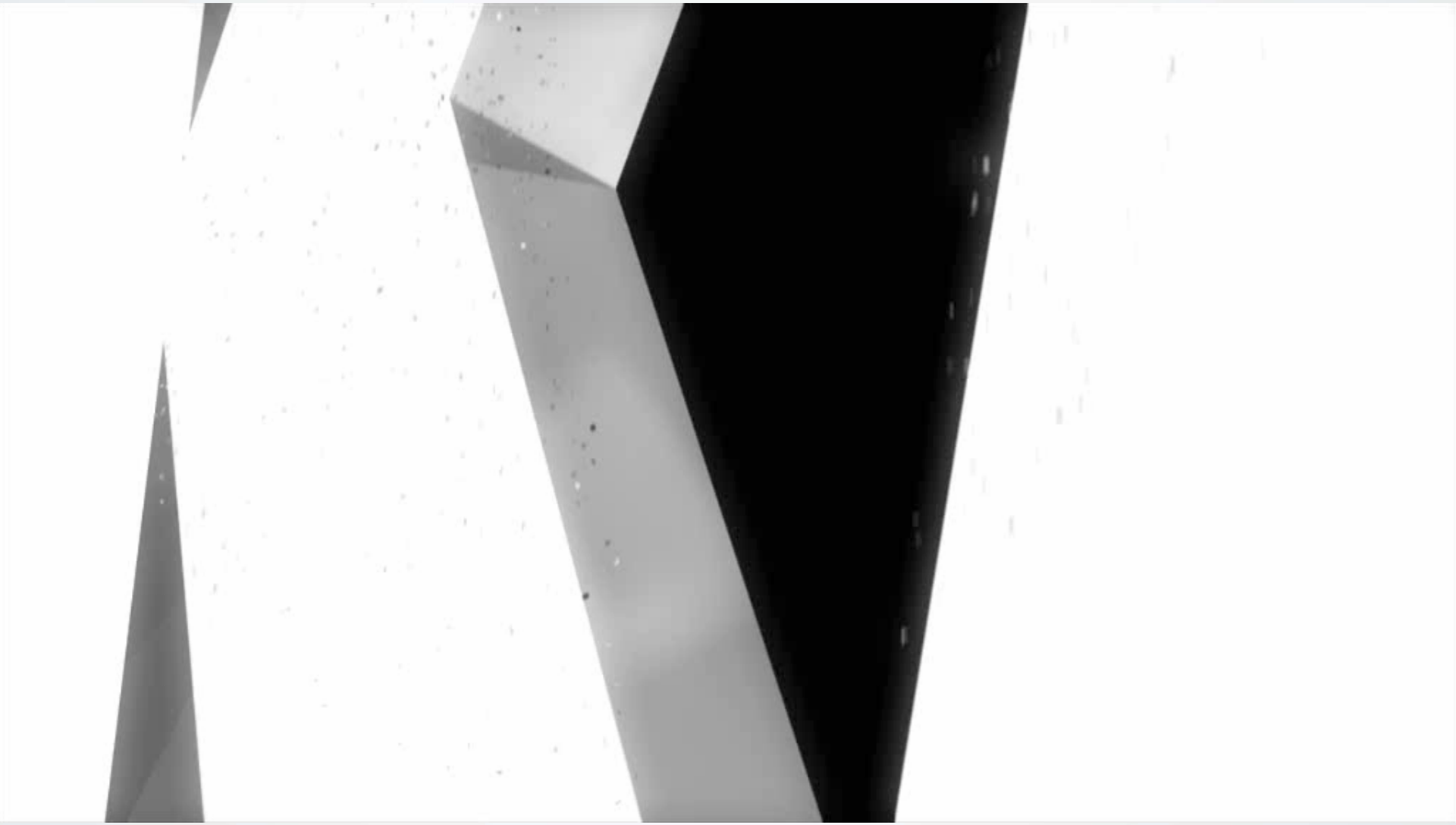

CREATIVITY


DECENTRALIZED
MODEL


PURPOSE

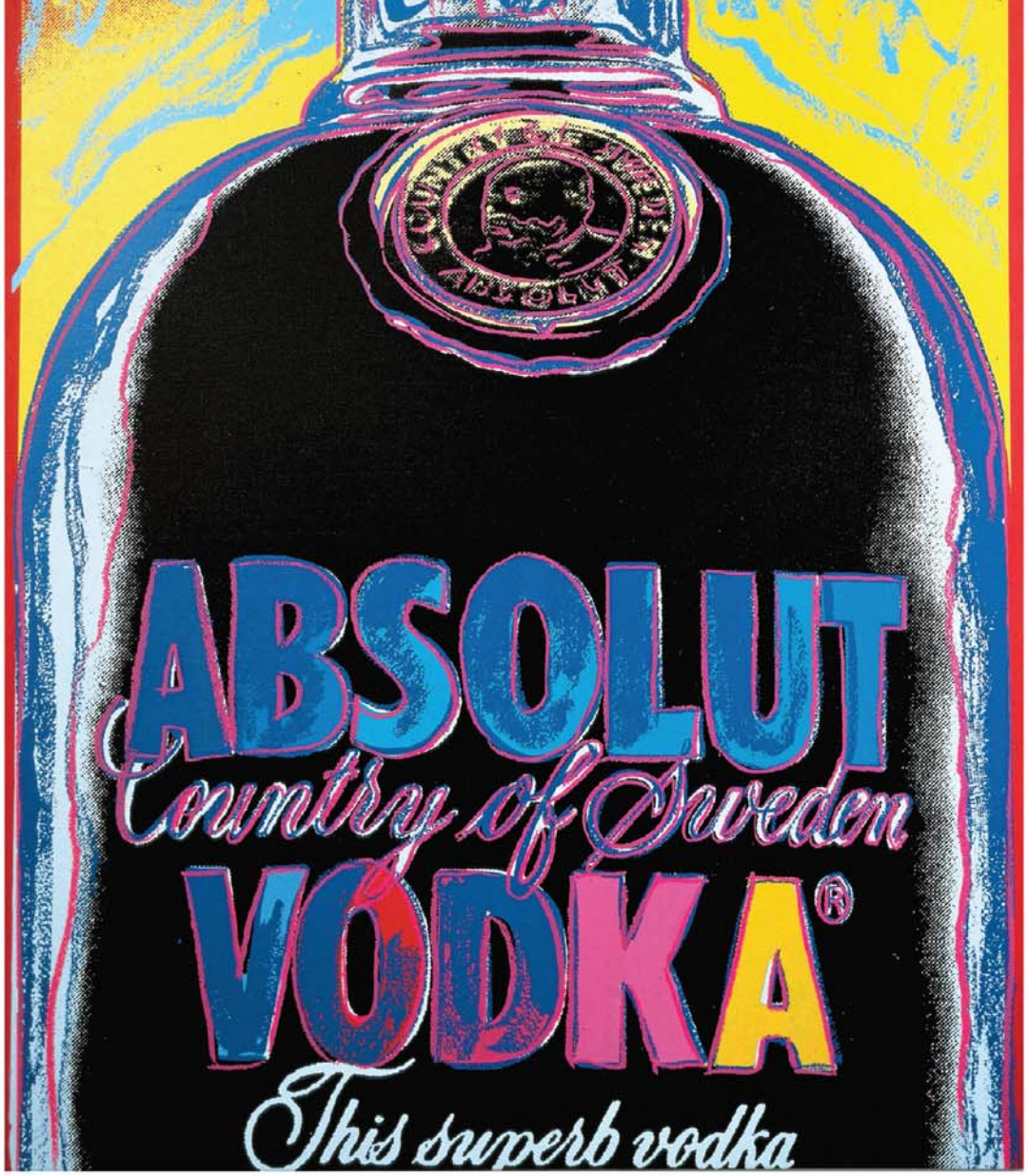
CONSUMERS






CREATIVE
COLLABORATION





ABSOLUT WARHOL.