

## **Pernod Ricard UK moves its media account to Manning Gottlieb OMD**

Pernod Ricard UK, part of the world's second-largest wines and spirits group, Pernod Ricard, has appointed Manning Gottlieb OMD to handle its UK media planning and buying following a four-way competitive pitch. Their remit will include both online and offline channels.

Pernod Ricard UK held the review to identify a partner to provide best-in-class strategic planning, creativity and innovation across its premium portfolio of brands in the UK, to support its growth ambitions. The review was held in line with Pernod Ricard UK's marketing transformation and acceleration agenda, and to allow the wines and spirits supplier to respond to the current and future needs of its digitally-minded consumers.

Manning Gottlieb OMD successfully fought off competition from several leading global brand and media agencies to secure the account, and replaces previous incumbent Havas Media. The selection process was handled by Abintus Consulting, who supported Pernod Ricard UK in the review which kicked off in February 2021.

Leanne Banks, Pernod Ricard UK Marketing Director, said: "Growth is a key priority and we want to further strengthen our position in the UK market by tapping into social occasions and championing a world of conviviality. Manning Gottlieb OMD impressed us with their understanding of our ambition, application of innovative tools to support our data agenda, and opportunity to differentiate ourselves amongst our brand's audiences through the use of consumer insights. We're looking forward to working with the team to drive forward our purpose and create campaigns with real impact, and would like to thank Havas Media for their valued collaboration over the last six years."

Pernod Ricard UK is part of Pernod Ricard, which holds one of the most prestigious portfolios in the sector, including brands such as Absolut Vodka, Jameson, Plymouth Gin, Beefeater, The Glenlivet, Havana Club, Campo Viejo and Brancott Estate.

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*For further information please contact: Mo Brownridge [mo.brownridge@pernod-ricard.com](mailto:mo.brownridge@pernod-ricard.com).*

### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,448m in 2019/2020. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob's Creek, Lamb's, Ballantine's, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

For latest news and information: Website [www.pernod-ricard.com/en/locations/uk](http://www.pernod-ricard.com/en/locations/uk) Twitter @pernodricarduk

**About Abintus Consulting**

Abintus Consulting is a young and dynamic advertising media consultancy based in London, with a new concept in effective media management consulting. They empower brands around the world with knowledge, skills, step-by-step processes, tools, and benchmarks to extract the best value out of their media supply chain.

They are a team of passionate and experienced people with one thing in common; They believe that improvements need to come 'from within' – 'Ab Intus' in Latin, hence their company name – Abintus.

More details about Abintus Consulting are available on their website: <https://www.abintusgroup.com>