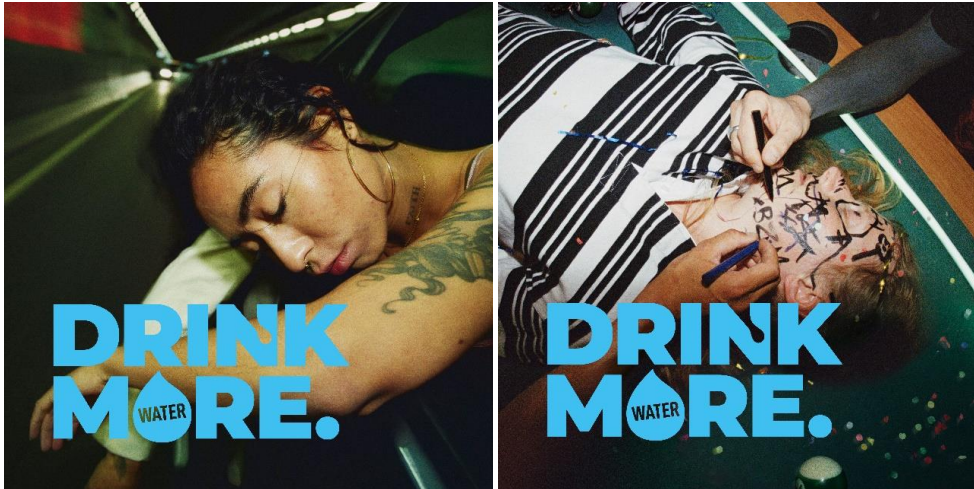


## PERNOD RICARD LAUNCHES INNOVATIVE NEW RESPONSIBLE PARTY CAMPAIGN: “DRINK MORE...WATER”



Pernod Ricard is today launching a new and innovative global digital campaign through its Responsible Party initiative, aimed at tackling the issue of binge drinking, with a simple and universal call to action – to “Drink More...Water”.

As social lives gradually return to normal after 16 months of restrictions due to the pandemic, the Responsible Party program, which has been engaged in the prevention of alcohol misuse by young adults since 2009, has intensified its efforts to coincide with the reopening of bars, clubs and restaurants. The digital campaign is being spearheaded by a [50 second hero film](#) created by award-winning digital agency Buzzman.

The campaign aims to connect with the Gen Z audience by not shying away from showing the unpleasant, embarrassing and harmful consequences of alcohol abuse. Featuring snapshots of what can happen when people drink to excess, the campaign appears to encourage them to “Drink More”, before revealing at the end of the video the true message – “Drink More...Water”.

The “Drink More...Water” campaign is based on the Responsible Party Program’s main drivers: to persuade young adults that there is no fun in excessive drinking and to empower them to make the right choices for themselves, thanks to a peer-to-peer approach. Responsible Party launched its first digital prevention campaign, “Sharing Good Vibes”, at the start of the pandemic in April 2020, to continue raising awareness at a difficult time. Over a six-month period, the campaign reached 6 million people in 30 countries.

As “Créateurs de Convivialité”, Pernod Ricard has a long-standing commitment to promoting responsible drinking and through this campaign has demonstrated its desire to always go a step further.

**-ENDS-**

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## Notes to Editors

### **About Responsible Party**

Based on the notion that events are even better if they are enjoyed responsibly, Responsible Party is a non-branded program that has been highly successful, reaching over 450,000 students in 33 countries since its launch in 2009. It has been scientifically and independently assessed and the figures speak for themselves, with 88% of respondents considering it useful, 61.4% saying it caused them to change their drinking patterns and 74.5% saying that promotion of water and responsible drinking messages were useful. Based on this success, Pernod Ricard has committed to reaching 1 million young adults through the program before 2030.

### **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, 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.

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