

CAMPO VIEJO ‘DECANTA LA VIDA’ CAMPAIGN RETURNS TO CAPTURE THE SPIRIT OF SHARING THIS SUMMER



Campo Viejo, the UK’s no.1 red wine brand¹, has returned to screens with its ‘Decanta La Vida’ campaign, which celebrates the Spanish way of life. Capturing the spirit of sharing, whether that’s a bottle, stories or feelings, the campaign is live in May and throughout June on Video on Demand, social media and OOH. It will also come to life through an exciting media partnership with News UK, that includes Virgin Radio, to encourage consumers to share a bottle with friends and family over the summer season at various events.

The colourful campaign sees six friends through their 20s, 30s and 40s gathering around a table to enjoy a meal and a bottle of Campo Viejo, and reflects the true essence of the convivial nature of the brand. The campaign is set to reach 75% of 25-54 year old UK wine drinkers, highlighting the breadth of the Campo Viejo portfolio including its Tempranillo, Reserva, Winemakers’ Blend, Rosé and Blanco SKUs. The 20-second digital creative can be viewed here: www.youtube.com/watch?v=ghi59_ZoBiY.

Lucy Bearman, Wine Portfolio Director for Pernod Ricard UK, comments: “Campo Viejo is one of the world’s most admired brands² whilst Spanish wine is amongst the top 10 Countries of Origin and holds a 8.4% market value share³. Passion is at the heart of our brand and we’re delighted to once again inspire consumers to live life spontaneously, passionately, more expressively: learning to enjoy the small things in life, the simpler, more intimate moments.”

The ‘Decanta La Vida’ campaign follows a number of industry accolades recently awarded to Campo Viejo, recognising the quality of the wine, including: five medals at the Global Rioja Masters 2021⁴, a Silver for Campo Viejo Garnacha 2020 at the Global Garnacha Masters 2022, and three stars for Campo Viejo Winemakers’ Blend at the Harpers Wine Stars 2022.

-ENDS-

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¹ AC Nielsen | Total Off-Trade Value Share | MAT to 26.03.22

² Campo Viejo is #29 in Drinks International’s The World’s Most Admired Wine Brands 2022

³ AC Nielsen | Total Off-Trade Value Share | MAT to 26.03.22

⁴ Global Rioja Masters: Gran Reserva 2014 (Gold), Blanco 2020 (Silver), Garnacha 2020 (Silver), Reserva 2016 (Silver), Tempranillo 2019 (Silver)

Notes to Editors

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,824m in 2020/2021. 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.

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