



Holidays Campaign Ideas for Pernod Ricard

By Geeta Sundaram

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As the world's second-largest wines and spirits company, Pernod Ricard must communicate with its key audiences around the world about the benefits of responsible drinking around the year-end holidays. This is the time when there is a lot of consumption of wines and spirits at get-togethers, parties, bars and restaurants. There is plenty of gifting that also takes place during Christmas and New Year, and it would reflect positively on Pernod Ricard to wish their customers well and good celebrations at this time.

In addition, I had recommended in my document on brand strategy and ideas for the Pernod Ricard corporate brand that the company focus on making consumers of wines and spirits more knowledgeable and appreciative of the nuances of each of the categories and brands of wines and spirits that they make and market worldwide. A special holidays campaign on responsible drinking would be a natural part of such a corporate brand strategy, as it helps consumers become better drinkers, guests and hosts improving their appreciation of wines and spirits all the while.

In India, this had been an integral part of Seagram's corporate brand communication as it was a global tradition with the company. As acquirers of the Seagram business in India and around the world, it makes immense sense for Pernod Ricard to invest in making this part of their corporate brand building by making responsible drinking one of the core values of the company, as I mentioned in my corporate brand strategy document for Pernod Ricard. Since the company has the spirit of conviviality as its core value, such a campaign would only strengthen this spirit and build better consumer connections.

Campaign objective

To make consumers of wines and spirits worldwide see Pernod Ricard as the company that encourages responsible drinking as part of convivial holiday celebrations.

Target audience

- Urban affluent consumers of wines and spirits around the world who entertain regularly and also attend parties especially during year-end holidays
- Affluent consumers who visit bars and frequent restaurants and consume beverage alcohol in company
- Business and corporate folk who form part of cocktail circuits and also gift wines and premium spirits to their family, friends and business associates

Message of the campaign

Pernod Ricard wishes you have a great time during the Holidays and reminds you to enjoy them responsibly.

Creative strategy

This campaign is a tactical exercise, but one with significant impact on the company's longer-term corporate brand strategy of making people better consumers of wines and spirits, or at least the strategy I recommend.

It is a meaningful way to engage with consumers at the very time that consumers are most engaged with the category of wines and spirits and social gatherings.

Such a communication around the holidays will make Pernod Ricard be seen as a company that not only makes fine wines and spirits, it cares enough to help people consume them in the right manner and spirit. Since the company believes strongly in the spirit of conviviality, the holidays campaign will present the message of responsible drinking in contexts that are convivial, social and relevant to the holidays. Through an idea that creates an unwanted surprise in what appear to be perfect social settings, Pernod Ricard can drive home the message of responsible drinking.

Over a sustained campaign effort lasting many years, Pernod Ricard can make this kind of communication their own, much the way Seagram did in its time.

Creative Idea

We convey Pernod Ricard's savoir faire and spirit of conviviality during the Christmas and New Year holidays by showing how a drink too many can ruin an otherwise perfectly convivial evening.

Tone and manner

Similar to Pernod Ricard's corporate brand campaign, the tone of voice will be

- Convivial and gracious
- International
- Well-meaning and helpful

Use of media channels

Pernod Ricard ought to use all the main media channels for this Holidays communication, from TV adverts/video and print to digital/social media as well as their own corporate website.

In addition, the communication can also take the form of website/blog content or a downloadable brochure on *Drinking Better During the Holidays*, which advises consumers on drinking whisky, wines, cocktails, etc - how they compare in terms of alcohol content, pairing drinks with Holiday dishes and finally tips on overcoming a party hangover.

TV Advert #1 (Glasses):

Film opens on a party in progress inside a home decorated to reflect the holiday spirit. We see a decorated Christmas tree in a corner of a large and tastefully designed drawing room that opens out on to a patio or a terrace.

Guests are mingling and chatting, and we hear soft instrumental jazz music play in the background. We see people standing around a long table that serves as a bar on one side of the room, though liveried bearers are also busy serving drinks on trays.

We glimpse a close-up view of a glass of whisky on the bar table. Then, several glasses of whisky appear behind it, blurring the entire scene.

MVO: To truly savour the spirit of the holidays, you might need to check your glasses.

Screen changes to a simple Holidays background, on which the following appear:

Super: Enjoy the Holidays responsibly

Pernod Ricard (logo)

Savoir faire in fine living

Small text super: Issued in the spirit of conviviality

TV advert #2 (Blooper):

Film opens on a party that is on in full swing at a host's home. People are having a good time, and are busy singing Auld Lang Syne in good spirits.

We see plenty of empty glasses around the room, which the liveried bearers are busy clearing. We also see used dinner plates piled up in heap next to a buffet dinner table. All this suggests that drinking and dining is mostly done for the evening, and that folks are ready to wind down an evening of celebration.

A couple in their mid-40s, appear in front of the hosts in order to take leave of them. The male guest is barely able to express his thanks to the hosts, because his speech is terribly slurred by drink. His wife looks embarrassed as he slurs, drunkenly. The hosts look puzzled, trying to make sense of him.

FVO: Why let a drinking blooper become a party pooper at the end of a lovely evening?

Screen changes to a simple Holidays background, on which the following appear:

Super: Enjoy the Holidays responsibly

Pernod Ricard (logo)

Savoir faire in fine living

Small text super: Issued in the spirit of conviviality

TV advert #3 (Party-hopper):

Film opens on a cocktail party in a luxury hotel. The guests are all dressed formally in their Holidays best, and busy chatting and catching up with each other.

We hear one gent tell another that he has another party to attend after this one.

We see another guest put down his empty glass after consuming its contents and tell his wife: "Shall we? The Grovers will be waiting for us."

He pats the various pockets of his jacket looking for his car keys, when his wife dangles them before him, with a wicked smile on her face.

FVO: If you're party-hopping this Holidays and doing all the drinking, please let someone else do the driving.

Screen changes to a simple Holidays background, on which the following appear:

Super: Enjoy the Holidays responsibly

Pernod Ricard (logo)

Savoir faire in fine living

Small text super: Issued in the spirit of conviviality

Print/Digital adverts

Advert #1

Headline: To savour the spirit of the Holidays, you might need to check your glasses.

Pernod Ricard wishes you splendid Holidays this year and hopes you will enjoy it in moderation, in good company and responsibly.

For more, visit pernodricard.com and download your copy of *Drinking Better During the Holidays*.

Pernod Ricard (logo)

Savoir faire in fine living

Issued in the spirit of conviviality

Advert #2:

Headline: Why let a drinking blooper become a party pooper?

Pernod Ricard wishes you splendid Holidays this year and hopes you will enjoy it in moderation, in good company and responsibly.

For more, visit pernodricard.com and download your copy of *Drinking Better During the Holidays*.

Pernod Ricard (logo)

Savoir faire in fine living

Issued in the spirit of conviviality

Advert #3:

Headline: If you're party-hopping and drinking, let someone else do the driving.

Pernod Ricard wishes you splendid Holidays this year and hopes you will enjoy it in moderation, in good company and responsibly.

For more, visit pernodricard.com and download your copy of *Drinking Better During the Holidays*.

Pernod Ricard (logo)

Savoir faire in fine living

Issued in the spirit of conviviality

Ideas for Holidays-specific website content

Pernod Ricard can generate traffic to its website through this Holidays campaign and offer consumers helpful guidance and tips on enjoying their parties and consumption of wines and spirits.

Some ideas for blog content and brochure on *Drinking Better During the Holidays*:

- What drink to NOT mix or follow another one with
- Equivalent alcohol content of various categories of wines and spirits
- Pairing wines and spirits with food, especially Holidays fare
- Tips on getting over a hangover
- Drinking/gifting etiquette across various cultures

Special Holidays Marketing and Communication Programmes with Luxury Hotels

Luxury hotels and swish bars and restaurants are important channel partners for wines and spirits companies and Pernod Ricard ought to work closely with them during the Holidays. If budgets permit, Pernod Ricard should include this segment in their Holidays' marketing at least in their key and most important markets/cities.

Luxury Hotels usually announce their own parties at this time of the year including for New Year's Eve, and Pernod Ricard can team up with them to promote the message of conviviality. This can take the form of elegant entertainment events, tasting events with a difference, launch of limited editions of their wines and spirits and any other ideas.

However, the Holidays' mass media campaign for consumers ought to be the main priority, with the Hotels programme adding to it where necessary and where possible.

This Holidays Campaign document and the ideas it contains has been conceptualized and written by Geeta Sundaram, advertising professional and blogger at <https://www.peripateticperch.com> who can be reached at geetasundaram08@gmail.com and via <https://www.linkedin.com/in/geeta-sundaram-aka-wise-owl>