

PERNOD RICARD

YOUR SIGNATURE SPIRIT

Personalisation to increase brand appeal and drive gifting sales

YOUR SIGNATURE SPIRIT' CAMPAIGN OFFERED CONSUMERS THE OPPORTUNITY TO PERSONALISE PURCHASED BOTTLES OF WHISKEY.



● THE CAMPAIGN WAS ABLE TO:

- + ATTRACT SHOPPERS LOOKING FOR A PREMIUM GIFT
- + RAISE AWARENESS OF EACH WHISKEY BRAND
- + GROW CATEGORY SHARE

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