## 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.



Here is your customised label, printed with your personal message and ready to use.

To apply your label, peel it from the backing paper and position carefully over the existing front label on your purchased 700ml bottle.

You do not need to remove the existing label.

Take care to line the label up to fit directly over the existing label, and smooth down to avoid any air bubbles.

Your bottle is now a unique gift ready to be given and enjoyed.

Please note: This is not for re-sale.



## ■ THE CAMPAIGN WAS ABLE TO:

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



**REF 1615** 

