



CASE STUDY

How we delivered over 3.4 million impressions for Pernod Ricard in 2 months

TABLE OF CONTENT

TABLE OF CONTENT	1
OVERVIEW	2
CHALLENGE	3
SOLUTIONS	4
RESULTS	5

OVERVIEW

Pernod Ricard is a leading global wine and spirits group with a comprehensive portfolio of 240 premium brands available in over 160 countries.



BACKGROUND

The decision to collaborate with Wine Enthusiast stemmed from a strategic imperative to leverage the publication's authoritative voice and extensive reach within the wine and spirits community.

Wine Enthusiast's reputation for delivering compelling content to a sophisticated audience aligned perfectly with Pernod Ricard's objectives of showcasing the versatility of their spirits portfolio and craftsmanship in the context of cocktail culture.

THE CHALLENGE



Pernod Ricard operates in a highly competitive market within the wine and spirits industry. The challenge was to differentiate their brands effectively amidst numerous competitors and capture the attention of discerning consumers.

Despite being a global leader, maintaining visibility and engagement in specific regional markets, required strategic marketing initiatives tailored to resonate with local tastes and preferences.

OUR COMPREHENSIVE SOLUTIONS

Pernod Ricard aimed to enhance brand visibility and engagement through a multi-platform advertising campaign with Wine Enthusiast.

The campaign strategically utilized print advertorials, custom digital content, and custom photography and videography to resonate with our readers and followers



SOLUTIONS

CONTENT MARKETING PAGE

A dedicated content marketing page on Wine Enthusiast's website served as a digital hub for the campaign. This page featured immersive content including three exclusive cocktail recipes curated by expert mixologists in collaboration with Pernod Ricard. These recipes were featured across all campaign channels—print, digital, and social media—encouraging readers and followers to recreate the experiences at home.

[CLICK HERE](#)



CUSTOM PHOTOGRAPHY

High-quality custom photography was executed to visually enhance both the print advertorial and digital content. The photography captured the elegance and sophistication associated with Pernod Ricard's brands, reinforcing their premium positioning and inviting consumers to explore their spirits further.

SOCIAL MEDIA

Leveraging the popularity of reels, Wine Enthusiast produced a custom cocktail video for Instagram. This visually appealing video showcased innovative mixology techniques using a recipe from our content marketing page, the Absolut Vodka and Lillet. Content aimed to target a younger demographic, maximizing engagement through creative visuals and expert mixology.

[CLICK HERE](#).

RESULTS

Our hard work paid off with a 224% increase in website traffic, a 50% increase in banner viewership, and an impressive 2 million digital impressions and 1.4 million print impressions from our 332k magazine subscribers in a 2 month flight.

Landing Page
traffic

UP 224%

Banner
Traffic

UP 50%

Total
Impressions

3.4 MILLION+

Pernod Ricard's collaboration with Wine Enthusiast exemplifies a successful synergy between traditional print media and digital innovation in the realm of spirits marketing. By strategically combining print advertorials, custom digital content, and engaging social media activations, Pernod Ricard effectively showcased its brand legacy and product innovation, resonating with both existing enthusiasts and new consumers alike. This integrated approach not only elevated brand perception but also solidified Pernod Ricard's position as a leader in the competitive spirits market.

THANK YOU!

Inspired by Pernod Ricard's success story?
Get in touch with us to start your journey toward
outstanding results.



CONTACT

NICOLE BRAMBLE
ASSOCIATE DIRECTOR, DIGITAL ADVERTISING
NBRAMBLE@WINEENTHUSIAST.COM
(609) 213 - 4338