

PRESS RELEASE: Pernod Ricard Belgium & Isobar

Headline:

Pernod Ricard Belgium & Isobar Belgium join forces to bring the love to Belgian bars

Tagline:

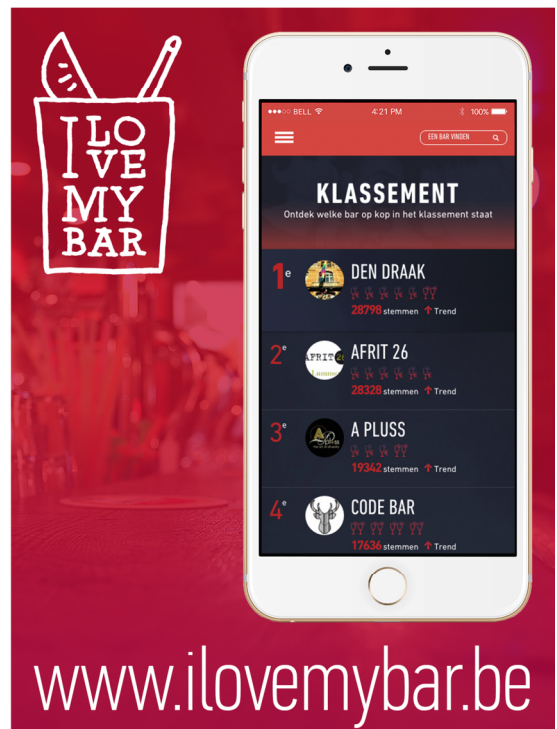
I Love My Bar is a new digital hub connecting Pernod Ricard Belgium with outlets and consumers like never before.

Body Copy:

Pernod Ricard Belgium and Isobar Belgium launched an innovative concept called I Love My Bar to engage with the bars and consumers in a way they have never been able to before. I Love My Bar, a mobile-first platform, has three functions. It streamlines how bars order Pernod Ricard's brands' promotional materials; it strengthens the relationship between bar owners and Pernod Ricard's four high-energy spirits/brands: Absolut, Beefeater, Havana Club & Jameson, and it reinforces the relationship between bar owners and customers between 22-40 years old by encouraging them to vote for their favourite bar.

Through I Love My Bar, Pernod Ricard achieved their goal of forging a stronger bond between bar owners and customers in a game-changing way. In order to generate as much interest as possible, Pernod Ricard and Isobar gave bars the chance to use games to garner votes. The more votes a bar receives the longer the duration of happy hour or the lower the price of select cocktails hence the bar and the customer are both rewarded. I Love My Bar is an innovative digital hub connecting Pernod Ricard's brands, businesses and consumers in a way that never existed before.

Pierre Berger, Marketing Director of Pernod Ricard, said, "After a massive launch at Ancienne Belgique with 200 bartenders attending, we did not know how bartenders will implement the contest within their bar. After 2 days, results were above our expectations. Indeed, we didn't expect so many bars from all over Belgium, to be so involved."



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For more information:

Jehro Calomme
Digital Strategy Lead, Isobar
T: +32 2 663 51 75 | M: +32 495 239 209

E: jehtro.calomme@isobar.com

Nicolas Vanderseypen
Deputy Managing Director, Isobar
T: +32 2 663 51 42 | M. +32 476 03 59 49
E: nicolas.vanderseypen@isobar.com

Pierre Berger
Marketing Director, Pernod Ricard Belgium
T: +32 2 663 62 46
E: pierre.berger@pernod-ricard.com

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About Pernod Ricard:

Pernod Ricard is the No.2 worldwide in Wines & Spirits with consolidated Sales of € 8,558 million in 2014-15. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development through organic growth and acquisitions. Pernod Ricard holds one of the most prestigious brand portfolios in the sector.

Founded in 1996, the company Pernod Ricard Belgium is a subsidiary of Pernod Ricard. The firm is dedicated to the distribution and growth of Pernod Ricard brands accordingly in compliance with the Group's values : passion for conviviality and simplicity, passion for entrepreneurship, passion for integrity and commitment. With a volume of over 12 million bottles sold in Belux in 2015 and a turnover exceeding 73 million euros, Pernod Ricard Belgium is one of the companies that experienced the strongest growth in its sector. It is among the leaders of the Belgian and Luxembourg markets.

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About Isobar:

Isobar Belgium is part of the global full-service digital agency, creatively solving critical, complex client challenges in the digital era. Isobar conceives, designs and builds innovative experiences for the world's largest organizations and connects powerful brand narratives with commercial interactions. With over 4,500 people in +70 offices across 45 markets worldwide, Isobar has built a borderless agency that tackles global assignments with local depth.