

Pernod Ricard launches ‘Responsible Marketing’ online training for its employees

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Pernod Ricard is launching an internal online training module on ‘Responsible Marketing’ accessible via the Pernod Ricard University Intranet site.

Since 2007, Pernod Ricard’s Code for Commercial Communications has been an essential document for all Marketing teams. It compiles all the self-regulation standards defined by the Group. An Internal Approval Panel of 5 people, independent of marketing, ensures that this Code is properly applied. Over the past nine years, no less than 1,800 advertising campaigns have been monitored by this Committee. Just 26 have been rejected.

All employees in Marketing roles worldwide must complete this online training and demonstrate their knowledge by taking a test. Marketing agency consultants working with the Group’s entities will also be required to follow this module in order to comply with Pernod Ricard’s ethical commitments.

Tightening up and broadening the marketing codes of conduct was one of the five commitments to responsible drinking made by the alcohol industry during the ICAP* conference, which took place in October 2012 and of which Pierre Pringuet, Chief Executive Officer of Pernod Ricard, was the spokesperson.

At the end of this hour-long fun and interactive training session, employees will have a good command of Pernod Ricard’s Code for Commercial Communications. It is divided into five chapters:

- The ‘*Primitive Gallery*’ which outlines the development of alcohol advertising,
- The ‘*Enlightenment Gallery*’ which provides the opportunity to find out about the Code for Commercial Communications,
- The ‘*Contemporary Gallery*’ which lets users test their knowledge of the Code,
- The ‘*Digital Gallery*’ which lets users test their digital knowledge,
- A quiz of twenty theory and practical questions based on advertising visuals letting users test their knowledge,

Employees achieving a score of more than 80% in the test will receive a Certificate.

Its creation has been entrusted to the agency Takoma.

Armand Hennon, Chairman of the Internal Approval Panel said, “*The ‘Responsible Marketing’ e-Learning module is an integral and essential part of the journey for those starting out in marketing as well as for all our partner marketing agencies, thus ensuring that the Group continues to set an example in the advertising campaigns it develops*”.

Alban Marignier, Head of Pernod Ricard University, added, “*‘Responsible Marketing’ is the result of the close collaboration between the Responsible Drinking teams and those of Pernod Ricard University. This module, which is accessible via Pernod Ricard University’s Intranet site, fits in seamlessly with our mission to support the Group’s strategy and impart its expertise and culture*”.

*ICAP: International Center for Alcohol Policies



Pernod Ricard

Créateurs de convivialité

About Pernod Ricard University

Created in 2011, Pernod Ricard University has three main objectives for the Group's talented and high potential employees:

- *Sharing knowledge and improving skills within different operational areas,*
- *Strengthening Pernod Ricard's Leadership model,*
- *Communicating the Group's values and commitments.*

The programmes on offer (27 operational programmes and 3 leadership programmes) implemented diverse educational mechanisms (e-learning, on-site training and experimental sessions), expertly tailored to achieve the best impact.

Between 1 July 2012 and 30 June 2013, Pernod Ricard University and the Group's local affiliates provided a total of 494,397 hours of training.

About Pernod Ricard

Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of €8,575 million in 2012/13. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin & Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo and Graffigna wines. Pernod Ricard employs a workforce of nearly 19,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 80 "Market Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics. Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.

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