



Pernod Ricard

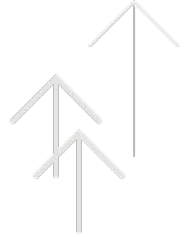
Context

Industry. Alcohol

Perrier-Jouët is one of Pernod Ricard's brands, the world leader in wines and spirits. House of champagne since 1811, Perrier-Jouët is considered as the 3rd cuvée of prestige in the world. With 99% of its vineyards classified as *grand crus*, Perrier-Jouët enjoys a strong aura abroad, with a presence in the American, British, French, Japanese and Chinese markets.



Perrier-Jouët : Increased Brand Awareness by 66% with Online Smart Social Strategy



Filling the gap between online engagement and brand awareness.

By creating results oriented approach and efficient targeting, we allowed the campaign to reach its full potential within a few days:

- An engagement rate **2.5 times higher than expected**
- An increase in Ad Recall by **333%** on Women
- An increase in Global Brand Awareness by **66%**

X2.5	+333%	+66%
Engagement rate	Women Ad Recall	Brand awareness

Bringing Growth-Hacking strategy to online branding campaigns

To make branding campaigns more impactful, **FABERNOVEL DATA & MEDIA** set up a media strategy focused on quickly getting the best results possible. **How ?**

- By identifying the more responsive audiences through "test & learn" approach (based on Facebook's data)
- By optimizing ad frequency on best audiences to make sure that every invested dollar is worth it

660	→	256		4X
audiences targeted at the campaign launch		"best audiences" kept at the end of the campaign		Ad frequency on our top audiences

A strong correlation highlighted

High	→	Better	→	Increase
Engagement Rate		Recall Rate		in Brand awareness