



## CLIENT STORY: Pernod Ricard

### ABOUT THE CLIENT

Pernod Ricard Group is one of the leading producers of wines and spirits in the world. Being the #1 in premium spirits worldwide the company manages a prestigious portfolio of over 50 internationally recognised brands, 17 of which are counted amongst the global top 100 in the industry.

Headquartered in Paris, France Pernod Ricard have over 18.500 employees, manage more than 90 Brand and Market companies and over 100 production sites across the globe.

### ABOUT HYPERVSN

HYPERVSN is a young technology company responsible for developing the innovative and disruptive 3D holographic system that provides an immersive experience for viewers. From our global HQ in London, HYPERVSN services our partners and customers across the globe.

### CHALLENGE

Stimulating purchases and enhancing brand awareness without delivering exceptional in-store customer experience is next to impossible even for such flagship companies as Pernod Ricard. Willing to increase brand recognition of its major beverages in the Eastern European market, Pernod Ricard was looking for a compelling visual advertising solution to introduce in its main stores.

### SOLUTION

Pernod Ricard team decided to apply HYPERVSN technology to showcase the premium gin Beefeater and Lillet, the first aperitif of Bordeaux. Impactful 3D visuals positioned in store windows of their selected distributor in Eastern Europe were supposed to capture customers in stores and draw their attention to the brands advertised.

Special HYPERVSN 3D models were crafted to boost brand awareness and showcase beverages at their best. One month after the campaign launch Pernod Ricard team decided to extend the campaign with more brands from their portfolio and hypervision Jameson, Cuba Libre and ARARAT.

### TESTIMONIAL

“Being at the forefront of wine & spirits industry, we recognise the acute need to find ways to cut through the noise and strike a chord on something that actually matters to our clients and captivates them. HYPERVSN technology is a truly one-of-a-kind solution that presents a powerful tool for elevating customer experience and engagement like no other and it fits perfectly into Convivialité principle of Pernod Ricard. We launched HYPERVSN campaign just a while ago and we are already noticing a positive swing in terms of sales increase of the promoted beverage brands”.

Watch our video use case here: 