



Pernod Ricard Successfully Manages Execution Compliance



IN-STORE EXECUTION
Retail Intelligence

About

Pernod Ricard, a global leader in the spirits and wine industry, has a rich heritage of crafting exceptional brands enjoyed by people worldwide. With a commitment to quality, innovation, and responsible enjoyment, Pernod Ricard has become a renowned name in the world of fine spirits.

Challenges

In an increasingly competitive retail landscape, secondary location activations play a key role in influencing purchasing decisions.

One of the biggest challenges most brands face when running promotions is in-store execution at the shelf: manufacturers don't have visibility at the point of sales and lack real-time data to take action during the promo period. Non-compliance leads to missed sales opportunities and poor return on investment on their activations.

For a particular upcoming Jameson Premix promotion, some of the participating stores were in very remote geographical locations, making it very difficult and costly to visit using their internal field team.

Wiser's Role



Real-Time Shelf Reporting

Real-time compliance reporting on key promotional metrics allowing for immediate corrective actions.



Identification of Non-Compliant Stores

60% of store visits exposed non-compliance, emphasizing the need for campaign adherence and improvement.



Uncovering Product Availability Issues

Visits revealed availability problems in 2 of 3 stores visited, aiding stock management and allowing troubleshooting.



Improving Display Units

Shoppers noted display issues, including competitors' products, which impact Pernod's visibility and appeal.

Results



Execution Improvement

Pernod Ricard achieved a 40% improvement in execution during their promotional period, thanks to the use of real-time actionable insights and a multi-contact model that included crowdsourcing, field visits, and phone calls.



Enhanced ROI for Field Team

By minimizing travel time and optimizing field actions, Pernod Ricard significantly improved the return on investment (ROI) for their field team, allowing them to focus on driving higher sales with minimal time and effort.



This gave us powerful insight into our in-store compliance that we were able to leverage. Without this real-time visibility, we could not have made changes in time to impact the success of the promotion."

RICHARD DUMAS

Head of Shopper Marketing

