

ASUTIL CONFERENCE

• IT'S •
BACK

Digital Opportunities in Duty Free

Greg Ford, Pernod Ricard
General Manager Travel Retail Americas
ASUTIL 2023



MANAGED BY

TFWA

Our agenda today...

1.

Pernod
Ricard:
Creators of
Conviviality

2.

Digital Consumer
Trends /
Becoming
Traveler Centric

3.

Delivering
Outstanding
Engagement in
Travel Retail

4.

Step-Changing
our Industry
Through
Partnerships

Unlock the magic of human connection by bringing Good Times from a Good Place

N°2

worldwide in
wines and
spirits

N°1

worldwide in
premium spirits

**W&S
value
leaders**

Travel Retail

ABSOLUT.

Ballantine's

BEEFEATER
LONDON

 **CHIVAS**
BLENDED SCOTCH WHISKY

JAMESON
IRISH WHISKY



MALIBU

Ballantine's
ROYAL SALUTE

THE GLENLIVET



Our Evolution in Travel Retail

**From Digital
To Omnichannel**





Digital touchpoints are now part of most purchase journeys



Pernod Ricard
Global Travel Retail

Google Skyscanner

Expedia American Airlines



HOME COUNTRY

PREPARING FOR TRIP

INBOUND TRAVEL

Our vision is to connect with our travellers across the full ecosystem

HOME DEPARTURE



OUTBOUND TRAVEL

AT DESTINATION

DESTINATION DEPARTURE

Tripadvisor Instagram



Creating outstanding shopper interactions on and offline...



1st
in airport!

Martell
Robot
Bartender x AI
Ambassador

Royal Salute
Kingdom Club
3D Virtual
Store



The background is a dark blue gradient with a subtle pattern of overlapping, semi-transparent globe-like shapes. Three airplane silhouettes are scattered across the scene: one in the top left, one in the bottom right, and one on the right side. Each airplane has a dotted line trail behind it, suggesting movement or flight paths.

**...and connected Omnichannel
campaigns in Travel Retail
locations globally**



**Step changing
our industry
through Brand – Retailer
Partnerships**

Delivering seamless and consistent online-to-offline shopping experiences



Research Online

81%

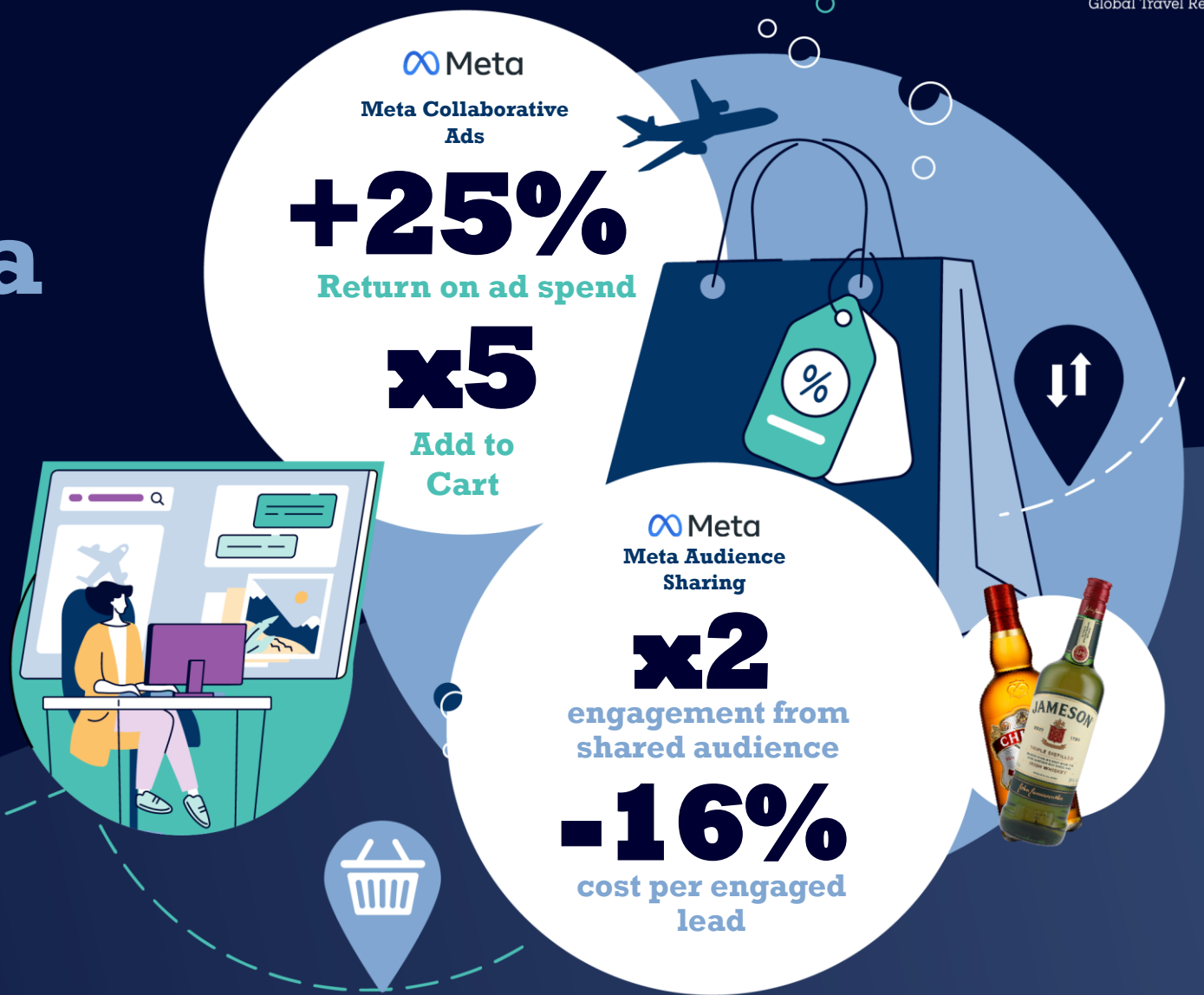
of shoppers research online before making a purchase



Purchase Offline



Leveraging shared consumer data to grow value and engagement

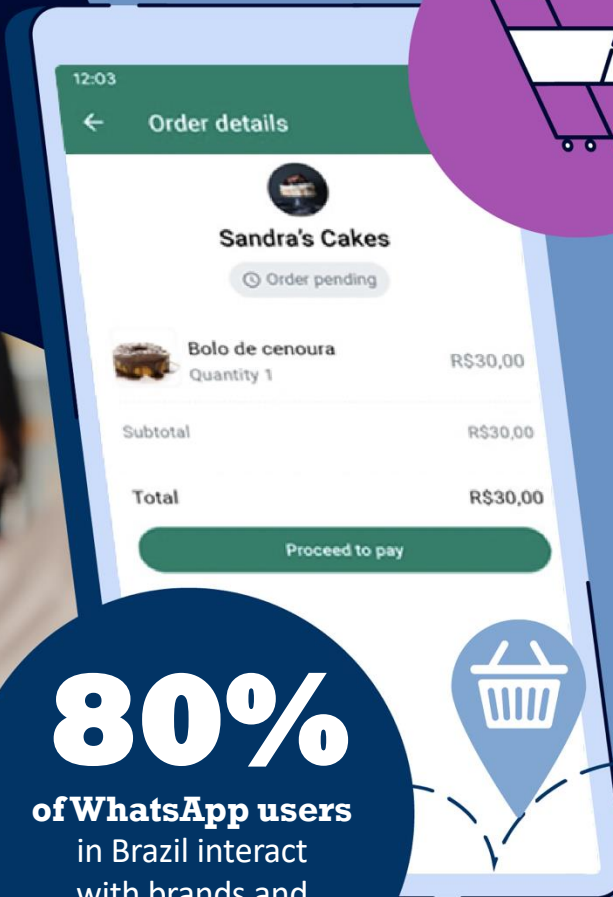


Embracing new trends to create excitement for Duty Free shopping

The **livestream e-commerce market** in the US is projected to reach

\$67.8
BILLION

By 2026



80%

of WhatsApp users in Brazil interact with brands and companies through the app



How do we move forward?



**Test,
learn**
and build from
there

**Shift our
mindset**

to address the
full path to
purchase

**Listen to
what our
travellers
want**





Pernod Ricard

Global Travel Retail

THANK YOU

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