



## Pernod Ricard Bosnia

### PERNOD RICARD

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Kompanija Pernod Ricard osnovana je 1975. godine spajanjem dvije ugledne alkoholne kompanije – Pernod i Ricard. Tada su postojale samo dvije podružnice u Švicarskoj dok se danas, 33 godine kasnije Pernod Ricard grupacija može pohvaliti vlasništvom nad 100 brandova, od čega ih je čak 20 među 100 najboljih.

Pernod Ricard je co-leader na svjetskom tržištu alkoholnih pića te četvrta po redu u prodaji i proizvodnji vina, sa vrlo snažnom pozicijom na svim kontinentima. Među proizvođačima Ultra Premium brandova na prvom je mjestu, pa tako Martell, Ballantine's 30 years old te Chivas Regal 25 čine neke od najprodavanijih Ultra Premium brandova u svijetu.

Pernod Ricard Grupa posjeduje čak 20 brandova među najvećih 100 na svijetu:

Martell, Ricard, Ballantine's, Chivas Regal, Kahlúa, Malibu, Havana Club, Absolut, Jameson, Glenlivet, Jacob's Creek, Montana, Mumm, Perrier-Jouët.

Tržišna snaga Pernod Ricard grupe temelji se na tri ključna aspekta: jedinstvenom portfoliju prestižnih brandova sa vodstvom u svim kategorijama, apsolutnoj kontroli distribucije širom svijeta, što je ključan aspekt za uspjeh i vodstvo na tržištu, posebno u državama sa tržištima u razvoju, te znanjem menadžmenta za globalno učvršćivanje brenda na lokalnim nivoima.

Konačno, snaga kompanije se temelji i na marketinškoj kulturi koja je zasnovana na istoriji i cijenjenosti brandova, poput Martella, koji datira od davnog 18. vijeka, ili Mumma, Ballantine'sa te Chivas Regala koji svoju snagu grade od 19. vijeka.

Pernod Ricard ima vrlo visoke udjele na svjetskim tržištima: 35% u Evropi, 27% u Aziji i na Dalekom istoku, 27% na američkom kontinentu i 11% u Francuskoj.

U Bosni i Hercegovini Pernod Ricard postoji već osam godina, gdje ima status najjače kompanije uvoznog alkohola.

Upravo zbog svoje velike zastupljenosti na svjetskom tržištu, Pernod Ricard Grupacija se u svakom trenutku brine za svoje kupce te pazi na odgovornu konzumaciju svojih brandova uz kampanje protiv zloupotrebe alkoholnih pića.

The Pernod Ricard company was founded in 1975 through the merging of two renowned alcohol beverages companies – Pernod and Ricard. At the time there were only two branch offices in Switzerland, while today, 33 years later, the Pernod

Ricard Group boasts ownership of 100 brands of which as many as 20 are among top 100.

Pernod Ricard is a co-leader on the global alcoholic beverages market and the fourth in the sales and production of wine, with a very strong position on all continents. It is first among producers of Ultra Premium brands. Martell, Ballantine's 30 years old and Chivas Regal 25 are some of the most sold Ultra Premium brands in the world.

Pernod Ricard Group owns as many as 20 brands among the world's top 100:

Martell, Ricard, Ballantine's, Chivas Regal, Kahlúa, Malibu, Havana Club, Absolut, Jameson, Glenlivet, Jacob's Creek, Montana, Mumm, Perrier-Jouët.

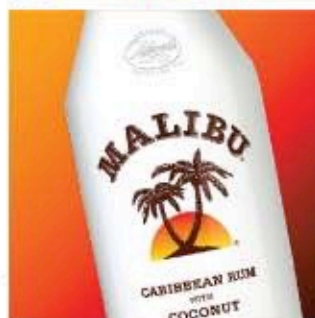
The market strength of the Pernod Ricard Group is founded on three key aspects: a unique portfolio of prestigious brands with leadership in all categories, absolute control of distribution across the world, which is a key aspect for success and leadership on the market, especially in countries with developing markets, as well as management know-how to globally affirm the brand at local levels.

Finally, the strength of the company is also based on marketing culture which is based on the history and appreciation of brands, such as Martell, which dates back to the 18th century, or Mumm, Ballantine's and Chivas Regal that have been building up their reputation since the 19th century.

Pernod Ricard has very high shares on international markets: 35 percent in Europe, 27 percent in Asia and the Far East, 27 percent on the American continent and 11 percent in France.

Pernod Ricard has existed in Bosnia-Herzegovina for eight years, where it has the status of the largest imported alcoholic beverages company.

Because of its large presence on the global market, the Pernod Ricard Group is taking care of its buyers at any given moment and takes care of responsible consumption of its brands with campaigns focusing on preventing the abuse of alcoholic beverages.





# press clipping

u dodiru s informacijama

## PRESS CLIPPING

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Press clipping u Bosni i Hercegovini postoji od 2005. godine. Kao najmlađa kancelarija u okruženju, bez premca prati svoje kolege Press clippinga Slovenije, Hrvatske i Srbije. Za veoma kratko vrijeme postao je vjeran i ažuran partner u praćenju i analizama medija za veliki broj korisnika, čiji kontinuitet u zaključivanju ugovora to egzaktno dokazuje.

U doba ekspanzije različitih medija promocije, klijenti su upućeni na svakodnevno, profesionalno i pregledno izvještavanje o aktuelnim informacijama iz sfere njihovog poslovanja. Upravo im to omogućava Press clipping sa praćenjem priloga objavljenih u štampi, na televiziji i radiju, na Internet portalima. Pregledna forma u kojoj se dostavljaju date informacije omogućava korisnicima da svakodnevno budu u toku sa brzim promjenama. Press clipping time olakšava svojim korisnicima brže prilagođavanje na promjene u jako turbulentnom okruženju.

Analize objavljenih informacija sadrže količinu informacija, kao i njihov sadržaj u određenom vremenskom razdoblju, a prema zahtjevu klijenta. Neke od vrsta analiza koje stoje na izboru korisnicima su: Simplia, Simplia Plus, Kvalia, Advertia i dr. Jedna od najvećih prednosti Press clippinga je i fleksibilnost pri dogovaranju uslova izrade analiza.

Ovo su bile profesionalne aktivnosti, a pored toga Press clipping je vrijedan član društvene zajednice pomažući u brojnim kulturnim i humanitarnim aktivnostima. Među njima izdvajaju se aktivnosti sa organizacijama kao što su MESS, BLIFF, Udruženje roditelja, djece i omladine sa posebnim potrebama „SUNCE“ Derventa i dr.

Jedna od najvećih potvrda kvaliteta Press clippinga je partnerstvo sa Superbrandsom kao i oko 50 redovnih klijenata koji i sami nose titulu



Superbrands. Čestitamo svima na dobijanju prestižnog znaka Superbrands te još jednom zahvaljujemo korisnicima naših usluga na vjernosti i saradnji sve ove godine.

Press clipping has existed in Bosnia Herzegovina since 2005. As the youngest office in the region, it is unrivalled in following the pace of its Press clipping colleagues in Slovenia, Croatia and Serbia. In a very short time it has become a loyal and prompt partner in the coverage and analysis of media for a large number of users, which is

particularly proved by their continued renewal of contracts.

In the age of expansion of various media and promotions, clients are professionally and synoptically informed on topical information from their sphere of business on a daily basis. This provides them with press clipping with the coverage of articles published in the press, on television and radio, as well as news sites. The synoptic form in which the said information is delivered enables users to keep up-to-date with fast changes on a daily basis. Press clipping thus makes it easier for its users to more quickly adapt to changes in a very turbulent environment.

The analyses of published information contain their number, as well their content in a certain period, according to the client's demands. Some of the types of analyses available to users are: Simplia, Simplia Plus, Kvalia, Advertia and others. One of the biggest advantages of Press clipping is its flexibility in arranging the terms of drawing up the analyses.

The above were professional activities. Press clipping is also a valuable member of the society by providing assistance in numerous cultural and humanitarian activities, of which the ones that stand out are activities with the MESS, BLIFF, Association of Parents, Children and Youth with Special Needs, and "Sunce" Derventa organisations.

One of the greatest acknowledgments of the quality of Press clipping is its partnership with Superbrands, as well as around 50 regular clients who themselves have the Superbrands title. We congratulate everybody for receiving the prestigious Superbrands sign and once again extend our gratitude to the users of our services for their loyalty and cooperation all these years.

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