

PERNOD RICARD WINEMAKERS APPOINTS ANALOGFOLK AUSTRALIA TO GLOBAL AGENCY ROLES

Pernod Ricard Winemakers has appointed AnalogFolk Australia as global creative and strategic agency for JACOB'S CREEK™ and global digital agency for Pernod Ricard Winemakers.

The appointment follows a competitive review with creative and strategic work covering a range of brands including JACOB'S CREEK. Digital work is also a key element of the remit covering JACOB'S CREEK and a number of other global wine brands.

"We are pleased to appoint the team at AnalogFolk as global brand building partner for JACOB'S CREEK. Matt leads a strong team, and as much as we value their creative, strategic and digital capabilities, we also believe in the importance of a strong cultural fit with the Pernod Ricard business and our marketing team," said Derek Oliver, Global Marketing Director, JACOB'S CREEK.

"AnalogFolk already has strong credentials with other global brands in the Pernod Ricard portfolio, and will work towards our goal of a data-driven, consumer-first approach to marketing. The agency will complement the growing in-house digital team already at Pernod Ricard Winemakers that service all global wine brands," said Kate Whitney, Global Digital Director, Pernod Ricard Winemakers.

Matt Robinson, AnalogFolk Australia founder and managing director said, "After working on several projects with Pernod Ricard Winemakers over the past few years, we're absolutely thrilled to be appointed to such an exciting global remit. We are both driven by innovation and our job is now to work together end-to-end, from brand strategy through to customer experience and digital execution, to drive even further success.

"It's a big moment for AnalogFolk and we're extremely excited to work even more closely with such a progressive business."

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Editors Notes

About Jacob's Creek

Jacob's Creek™ is one of Australia's leading global wine brands, offering quality wines with great varietal expression. The brand was first launched in 1976 and is named after the place where Johann Gramp planted his first vines on the banks of Jacob's Creek in 1847. In doing so, Johann founded the Barossa Valley's first commercial vineyard, the Gramp & Sons business and a history of winemaking innovation that dates back over 165 years.

The wines are crafted with great care, with consumers' tastes at the forefront of the winemakers' mind. Having earned over 7,000 medals at wine shows across the brand's portfolio over the last 30 years, Jacob's Creek wines are trusted by consumers for their genuine quality.

About Pernod Ricard Winemakers

We are Pernod Ricard Winemakers, the wine business of Pernod Ricard. With a vision of 'Leading Wine Innovation', Pernod Ricard Winemakers' ambition is to be the leader in premium wine worldwide, creating the best possible wines for the portfolio and the consumer.

We first ventured into the wine industry in 1989 when we welcomed one of Australia's leading winemakers, producers of Jacob's Creek, Orlando Wines to the family.

The portfolio of wine brands has since grown to become one of the most unique in the industry, steeped in history and heritage. It includes seven global wine brands – Jacob's Creek in Australia, Brancott Estate and Stoneleigh in New Zealand, Campo Viejo in Spain, Kenwood in the U.S, Graffigna in Argentina and Helen Mountain in China.

With over 2,000 people in 8 countries, every member of our team – from our winemakers to our marketers – has a dedication to being the best at their craft. We pride ourselves in being 'Créateurs de Convivialité' allowing us to celebrate our successes.

To find out more about who we are as a wine business, and how our teams grow it, craft it and bring it to you, visit:

www.pernod-ricard-winemakers.com

About AnalogFolk

AnalogFolk an independent global creative agency. We've grown from one East London studio in 2008 to over 250 talented folk across offices in London, Sydney, New York, Portland and Hong Kong.

Our name was born from the truth that computers are digital. Yet humans are analog with needs, wants and desires. Our mission is to use digital to make the analog world better. The Australian office launched in 2011 and clients include HCF, Crownbet, Tourism Australia, Playstation, Jacobs

Creek, Jameson, Pernod Ricard Winemakers and Nike.

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