

Friday 9 August 2024

PERNOD RICARD UK LAUNCHES FIRST UK AD CAMPAIGN FOR PREMIUM TEQUILA BRAND ALTOS



Premium tequila brand Altos has kicked off a new campaign to challenge negative perceptions about drinking tequila. The bold new campaign tests the pre-conceived notions of the category with a witty, fun, tone of voice to drive brand awareness and association with its award-winning Margarita. The campaign is live in August across social, digital and BVOD, reaching an estimated 7.2 million consumers.

The campaign targets a young, curious crowd and with the category full of celebrity tequilas, the assets show that you don't always need a celebrity, with average barman 'Alan' rustling up a mean Margarita made with the award-winning tequila. In another clip, everyday hero Alan reminds us that 'tequila-face' – that sucking-on-a-lemon look from downing a shot – looks different when it's an Altos Tequila Face: all mellow after some satisfying sipping of a Margarita.

Josh McCarthy, Brand Director for Pernod Ricard UK, comments: "It's fair to say Tequila in the UK carries some baggage. With so many preconceptions based on late night shots and poor quality, cheap tequilas, it's no wonder the category needs a reframe. That's why Altos is stepping up to drive a positive change – telling everyone about the joys of top-quality tequila. After all, Altos 100% Agave Tequila was specially crafted by UK bartenders, Dre Masso and the late Henry Besant, to be enjoyed as opposed to endured!"

The Tequila category is growing fast and consumers are realising the superior experience to be had with top quality tequila's, which is reflected by Altos now becoming the number one 100% Agave tequila in the Off-Trade¹. And whilst Tequila has long been part of the fabric of the On-Trade, there is also a shift to Premium styles in this channel, through longer serves and cocktails, which is why Pernod Ricard is investing in its biggest ever Altos campaign to drive awareness and association with serves like the Margarita.

The campaign is live in August across the following channels: BVOD (ITV, SKY, C4), Social (Meta, Pinterest, Reddit) and Programmatic (YouTube, Amazon, e-Commerce).

[\[Altos: Tequila but not as you know it - YouTube\]](#)

-Ends-

Notes to Editor

CAMPAIGN TITLE: Alan
CLIENT: Altos
AGENCY: Forsman & Bodenfors London
CREATIVE DIRECTORS: Manuel Diaz & Gonzalo Miguel
AGENCY PRODUCER: Zoë Harris
PRODUCTION COMPANY: Blink
DIRECTOR: Will Hooper
PRODUCER: Andrew Rawson
DOP: Pieter Snyman
PRODUCTION DESIGNER: Max Randall
COSTUME DESIGNER: Zara Asmail
EDITOR: Sam Allen, The Assembly Rooms
POST-PRODUCTION COMPANY: Black Kite
GRADE: Rich Fearon
AUDIO: Tony Rapaccioli, Wave
VOICEOVER: Ivo Graham

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €12,137m in 2022/2023. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson,

¹ LAUREN TO CONFIRM SOURCE

[Source: Nielsen Spirits, Total Coverage 15.06.24](#)

Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob's Creek, Lamb's, Ballantine's and G.H. Mumm. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

Pernod Ricard's mission is to unlock the magic of human connections by bringing "Good Times from a Good Place", in line with its Sustainability and Responsibility roadmap. The Group's decentralised organisation empowers its 19,480 employees to be on-the-ground ambassadors of its purposeful and inclusive culture of conviviality, bringing people together in meaningful, sustainable and responsible ways to create value over the long term. Executing its strategic plan, Transform & Accelerate, Pernod Ricard now relies on its "Conviviality Platform", a new growth model based on data and artificial intelligence to meet the ever-changing demand of consumers.