

PRWeek

Marina Maher wins Pernod Ricard whiskey brands

Alexandra Bruell December 08 2010

NEW YORK: Pernod Ricard named Marina Maher Communications the AOR for its Glenlivet, Jameson, and Chivas Regal whiskey brands.

The scope of work for the account includes social media, media relations, and distillery press trips. *PRWeek* has learned that the work is backed by a six-figure budget.

“We had a previous agency on the business for a number of years, and it was just time to get some fresh ideas and see what else was out there,” said Shawn Kelley, director of PR in the spirits category. “Jameson is the fastest growing brand in the spirits category...so we have a lot to say about the brand.”

The company issued an RFP this summer. Bullfrog & Baum and Wagstaff Worldwide, among a few others, also participated in the review, she confirmed.

Four-plus-year incumbent Thomas Collective, a wine and spirits agency, declined to participate in the review, the agency confirmed. However, it still represents Pernod Ricard’s Malibu brand and various brands within its wine portfolio.

“We went from small boutique agencies dedicated to wine and spirits to mid-sized agencies similar to Marina Maher,” said Kelley.

She added that Thomas Collective declined to pitch, in part due to a relatively new conflict of interest with the Jameson brand.

The agency did not immediately return a call to comment further.

“We’ve been working in wine for several years, and this allows us to branch out into the spirits category,” said DeLisa Harmon, MD and practice lead for Marina Maher food & beverage.

Referring to the brands’ 20-30-year-old male demographic, she added, “We’re looking to dial up [the brand’s] already exciting media coverage and involve more consumers in their 20s and really invigorate the energy and real tonality of a brand speaking to guys in their language.”