

How Pernod Ricard uses Meltwater to drive product innovation

The dilemma

With some of the most prestigious brands in their portfolio, Pernod Ricard is a global leader in wines and spirits. Their innovative approach to using social data for strategic business decisions differentiates it globally — and means the company requires powerful technology to match.

Pernod Ricard uses Meltwater for structured data collection and audience analysis to serve multiple business divisions, including marketing, operations, corporate communications and cultural foresights.



Our key goal is to ensure social data and consumer insights drive every business decision we make. Meltwater was one of the key enablers that helped us become a truly consumer-centric organization.



Florence Rainsard

Global Consumer Insights Director
Pernod Ricard

Meltwater helps Pernod Ricard to:



Understand brand and category landscape



Drive product innovation



Identify and track rising communities and trends

Customized brand tracking

Pernod Ricard uses Meltwater's consumer insights solution to structure social data in order to reflect overall business focus, as well as respective departmental needs.

Going beyond simplistic brand tracking, Meltwater lets Pernod Ricard analyze category trends and audience behaviors at a community level to measure its brand health and drive product innovation.

Consumer behavior analysis

Pernod Ricard requires a consumer insights solution that helps them understand consumers in a faster, deeper, and more consistent manner.

It uses Meltwater to organize its social mentions by moments of consumption, giving the company a real-time, ongoing overview of which of its products are most popular at certain times of the day or parts of the year. It uses this data to analyze changes and seasonal fluctuations in consumer behavior. Insight gained enables the company to create unforgettable experiences that go beyond customer expectations.

Conversation leader and trend identification

Meltwater's social listening solution lets Pernod Ricard explore online conversations and patterns to quickly and cost-effectively understand the growth potential of emerging trends. Its early analysis of the organic wines category enabled the company to identify barriers to entry, pain points, and interest in the product on both global and local levels. It also gave them the power to identify and monitor relevant leaders and influencers — such as bartenders — who represent their key audiences.

By tracking and analyzing influential bartenders' creations, Pernod Ricard is in the know when it comes to cocktail visual presentation, flavor combinations, or newly popular types of drinks.