

**carter**

**CHIVAS BROTHERS & PERNOD RICARD**

Digital Platform For Internal & External Comms

**INNOVATIVE COMMERCIAL PROVEN**

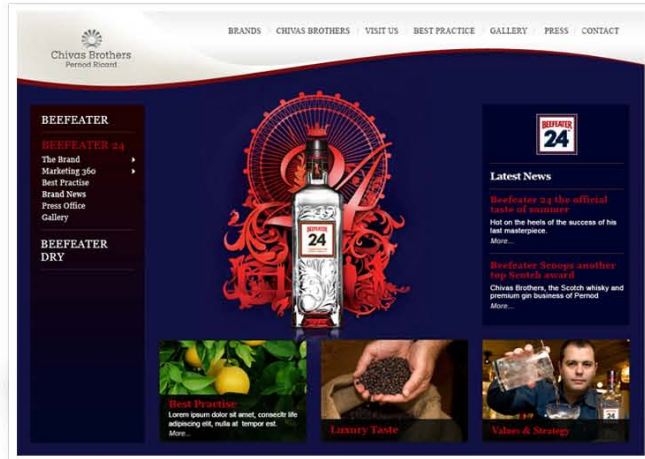
# A RANGE OF COMMUNICATION TOOLS



Carter have worked with Chivas Brothers over the last four years to develop a number of tools for both internal and external communications. From the global extranet and corporate intranet to the corporate site, toolkits and a social media press area

## Front end projects

- Corporate site
- Corporate intranet
- Global extranet
- Asset management System
- Social media newsroom
- Press areas toolkits
- Toolkits
- Campaign Activity microsites
- Ballantine's Championship site
- Internal email comms



# MANAGED ON ONE CORE PLATFORM

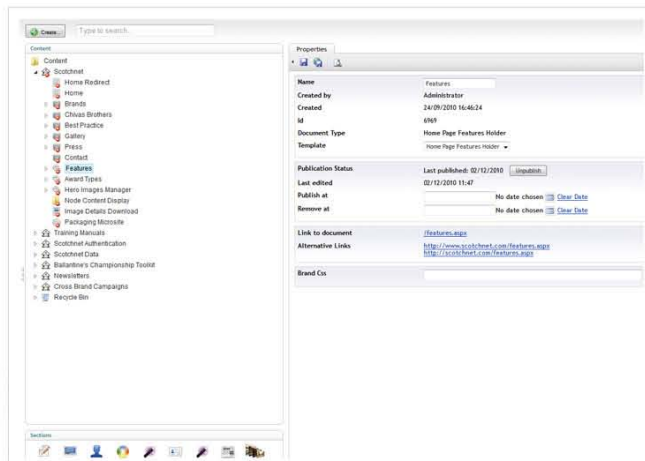


A central platform, updated by HR, press and brand teams drive a number of these tools. Core information, articles, documents, images and videos are managed centrally and shared out to peripheral modules.

Where necessary some modules are held separately.

## Back end support

- Asset management system
- Central content management
- Training
- Support
- Press/PR



# GLOBAL EXTRANET

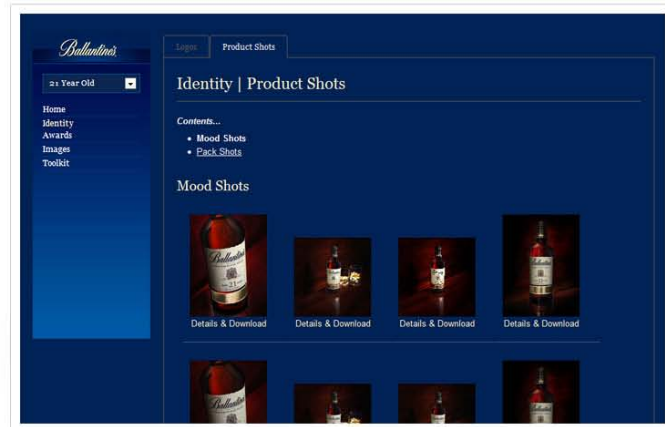


A portal for brand managers to communicate core messages and share key assets with their national and international markets.

The system not only saves the brand time, but also enhances the effectiveness of activation in local markets

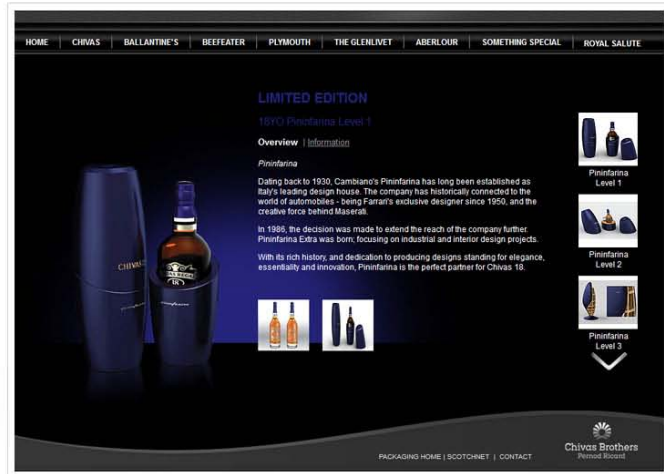


- 2000 regular users in 220 countries.
- Brand worlds containing strategies, guidelines, advertising, education, & BTL.
- Image galleries based on upload once, use many times. Rights management.
- Document libraries with multiple formats
- Best practice, news and press areas



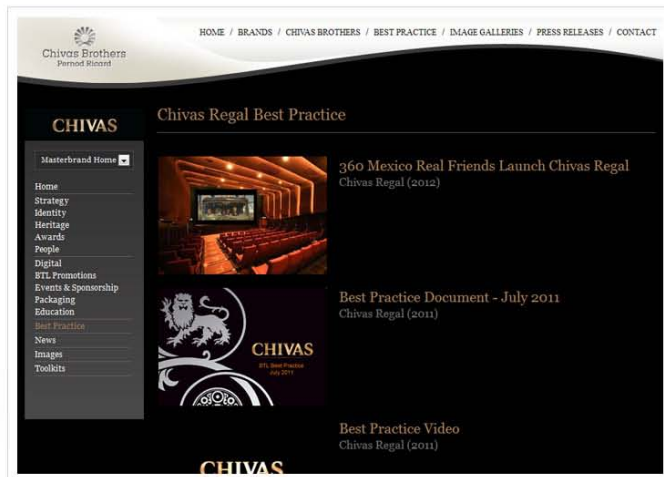
"We are looking forward to seeing this become a best practice."

**Chris Williamson**  
Associate Area Manager  
Chivas Brothers



"It is amazing how useful the Scotchnet portal is."

**Tom Dusseldorp,**  
Global Senior Brand Manager  
Chivas Regal



# CORPORATE INTRANET



The corporate intranet was developed closely with all departments with the aim of simplification and usability.

By sharing information, it automatically provides news, awards and product updates

- Used by over 1600 employees
- 35,000 documents downloaded
- In 12 months



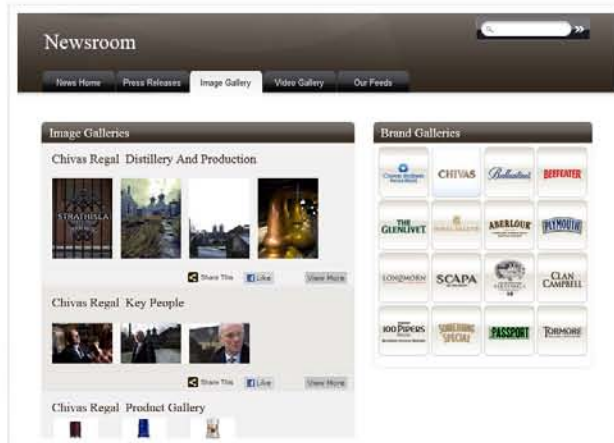
# SOCIAL MEDIA NEWSROOM



The Social Media Newsroom leverages a selection of press releases, images & video for online influencers to distribute via blogs and social media. The distribution of press releases to the social media newsroom, is one of a number of destinations. The news is sent to from the general press area.

The newsroom Includes:

- Video/Image galleries
- Press releases
- Twitter
- You Tube
- Live feeds



# CAMPAIGN TOOLKITS



Carter have produced a multitude of toolkits supporting:

- Company wide campaigns
- Brand centric campaigns
- Events support

All toolkits share central assets, core information and press articles (where necessary).

They sit in their own worlds with on brand design.



# CORPORATE SITE



The consumer facing site for Chivas Brothers.  
Linked into the central platform it contains:

- **Product biogs**
- **Interactive distillery maps**
- **Heritage**
- **Corporate responsibility**



# PERNOD RICARD TRAVEL RETAIL EUROPE



A extranet for the European Travel  
Retail department of Pernod Ricard.

- **Sharing assets from the core system**
- **Streaming news feeds**
- **Interactive map of European airports**
- **Internal HR tools**



# BALLANTINE'S CHAMPIONSHIP



Consumer facing site for the Korean leg of The European Tour.

- **Linked into the central CMS**
- **Multi language site targeting Asian markets**
- **Online, mobile and iPad compatible**
- **Interactive golf maps**
- **Players showcases**
- **Live score and player feeds**
- **Twitter**
- **Facebook**
- **Secure product showcase**

