



Pernod Ricard USA

## All Employee Meeting



Pernod Ricard is the parent company of premium beverages and spirits, including: Absolut Vodka, Jameson Whiskey, Malibu Rum, Avion Tequila and Seagrams Gin. For Pernod Ricard USA's company meeting, Broadstreet produced dozens of presentations featuring over 20 of their brands as well as their executive leadership team.

Over the course of just a few weeks, Broadstreet consulted with leadership from each brand to design and deliver their presentations, each one different from the rest. Some brands presented in the form of show parodies like Saturday Night Live, while others celebrated the native cultures from which their spirits are produced. For example, Jameson's presentation included a performance by an Irish choir. Broadstreet designed a unique on-brand template for every presentation, wrote many of the presentations and produced every element, including several videos.

Videos ranged from high-end business content to comedic spoofs. Celebrating the Pernod Ricard culture was very critical as well, so Broadstreet traveled the country taping employees singing the classic song, "Lean On Me." Broadstreet then edited the video to create a unique music video that had people in the audience standing up and dancing as it was played. Broadstreet also designed all event branding including invitations, both print and digital, as well as designed the unique stage which was built to look like a warm and intimate bar.

Leadership declared the meeting was a crucial moment for the organization that propelled it into the future.

