



PRESS INFORMATION

OLMECA TARGETS THE DIGITAL GENERATION WITH DRINKS INDUSTRY'S FIRST BRAND-OWNED VIRTUAL INFLUENCER



Pernod Ricard's award-winning Olmeca Tequila¹ is disrupting the world of drinks marketing as it today unveils the industry's first ever virtual influencer – Maria Margarita ([@IAmMariaMargarita](#)).

The life-like female character, deemed to be around 25 years of age, is a tequila lover and global citizen with Mexican roots – a collective mindset which enables her to appeal to consumers across the globe. With a passion for fashion, street dance, EDM and partying, Maria will provide content for users looking for the latest and greatest clubs, playlists, DJs, digital trends, drinks recipes and more.

Aimed at driving engagement and building brand advocacy among younger, party-starting consumers aged 18-28 years old, Olmeca is focusing in on the first consumers who have been exclusively born and raised in the digital age.

¹ The Tequila & Mezcal Masters 2021 – Tequila Olmeca Blanco (GOLD), Tequila Olmeca Reposado (GOLD)



“In the global on-trade landscape, Olmecca is already one of the most popular brands for shots – but as perceptions of Tequila continue to evolve, we’ve spotted an opportunity to strengthen the brand’s position even further,” **explains Juan Namur, Head of Digital – House of Tequila at Pernod Ricard.** “We’ve got big ambitions to accelerate our growth worldwide, and this can only be done through disruption. Leveraging new technology in this pioneering way will help us to achieve this.

“Research shows that virtual influencers are three times more engaging than their human counterparts, so we’re confident that launching a brand-owned influencer – who will act as a ground-breaking marketeer for the brand – will help us to make good headway on our target.

“Flouting convention and reflecting Olmecca’s values of fun and playfulness, Maria will offer consumers a dose of spontaneity and excitement in a world rooted in structure and routine, at the same time as sparking conversations and excitement around the brand. Through Maria’s platforms, we aim to produce content with an organic look/feel that teaches, inspires and entertains across categories including alcohol, fashion and music.”

The account – [@IAmMariaMargarita](#) – is now live on Instagram. All initial content will be generated in English to achieve major reach in the brand’s key markets. Specific-language content will be available for all markets following an initial trial period of 90 days, before Maria Margarita becomes a permanent fixture in the Pernod Ricard-owned brand’s marketing arsenal.

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NOTES TO EDITORS

About Olmecca Tequila

At Olmecca tequila we measure every step of the production process to optimize all resources with a special focus on water, energy Co₂, and waste. Our distillery recycles 99% of all its solid waste, and we are investing in the research of innovative uses for agave bagasse to give it a useful second life.



Established in 1967, Olmeca Tequila is a premium, mix to Tequila which is enjoyed in more than 80 countries including key countries Russia, Turkey, South Africa and Colombia. Olmeca is the No. 2 premium Tequila outside of the USA and Mexico and its range consists of Olmeca Silver, Olmeca Gold, Olmeca Reposado, Olmeca Añejo and Olmeca Dark Chocolate.

About House Of Tequila:

House of Tequila is the brand company of one of the strongest Mexican spirits portfolios in the industry. Premium, super-premium and ultra-premium tequilas are represented in Olmeca Tequila, Altos Tequila and Avion Tequila respectively, joined by Mezcal Del Maguey. We handle production and marketing duties for our portfolio inside Pernod Ricard, the second biggest wine and spirit producer in the world, with a distillery located in Jalisco, and several mezcal production palenques in Oaxaca. Convivialité, but mostly Mexican convivialité, is our flag in the quest to be a reference of creativity and agility in the spirits industry.

About Pernod Ricard

Pernod Ricard is the world's n°2 in wines and spirits with consolidated Sales of €9,010 million in 2016/17. 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: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier- Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,500 people and operates through a decentralised organisation, with 6 "Brand Companies" and 86 "Market Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics. www.pernod-ricard.com

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.

www.pernod-ricard.com

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