



Cointreau in the UK

- Positioning and strategy overview -

January 2008

Cointreau in the UK

1. Brand positioning

2. Cointreau's strategy in the UK

3. Drink strategy:

a- the global approach

b- Actions in the UK



1. Cointreau Brand positioning in the UK



Brand positioning summary

Brand Idea :

- ✓ Charismatic women deserve stylish drinks

Mission :

- ✓ Establish **Cointreau** as the essential component in the best stylish cocktails
- ✓ Become THE iconic white spirit brand for charismatic women

Key Brand benefit :

- ✓ When I call for Cointreau, I know I will have a tasty and stylish cocktail that reflects my personality.

Core Target :

- ✓ the ones that should become our '**militants**' : Young, active, urban women, 25-35 years old, upper income, college educated.

Brand personality:

- ✓ Elegant, Stylish, Unconventional, Charming, Feminine, Witty, French, Orange



2. Cointreau's strategy in the UK



Strategic imperatives

Recruit our target group via communicating image & usage switch (*from old fashion/neat consumption to young/cocktail consumption*).



Make seasonal adjustments to X-mas sales & consumption to summer period.



Strategic tool

Activate Cointreaupolitan (short & long drink) in RP, Sampling, Off-trade, On-trade activation.

Cointreaupolitan



The recipe: **5-3-2**

Mix in a shaker with ice:

5cl of **Cointreau**

3cl of Cranberry juice

2cl of Lemon juice

Strain into a chilled martini glass

Long Cointreaupolitan



The recipe:

Pour in a glass full of ice:

5cl of **Cointreau**

squeeze of a fresh lime

Cranberry juice

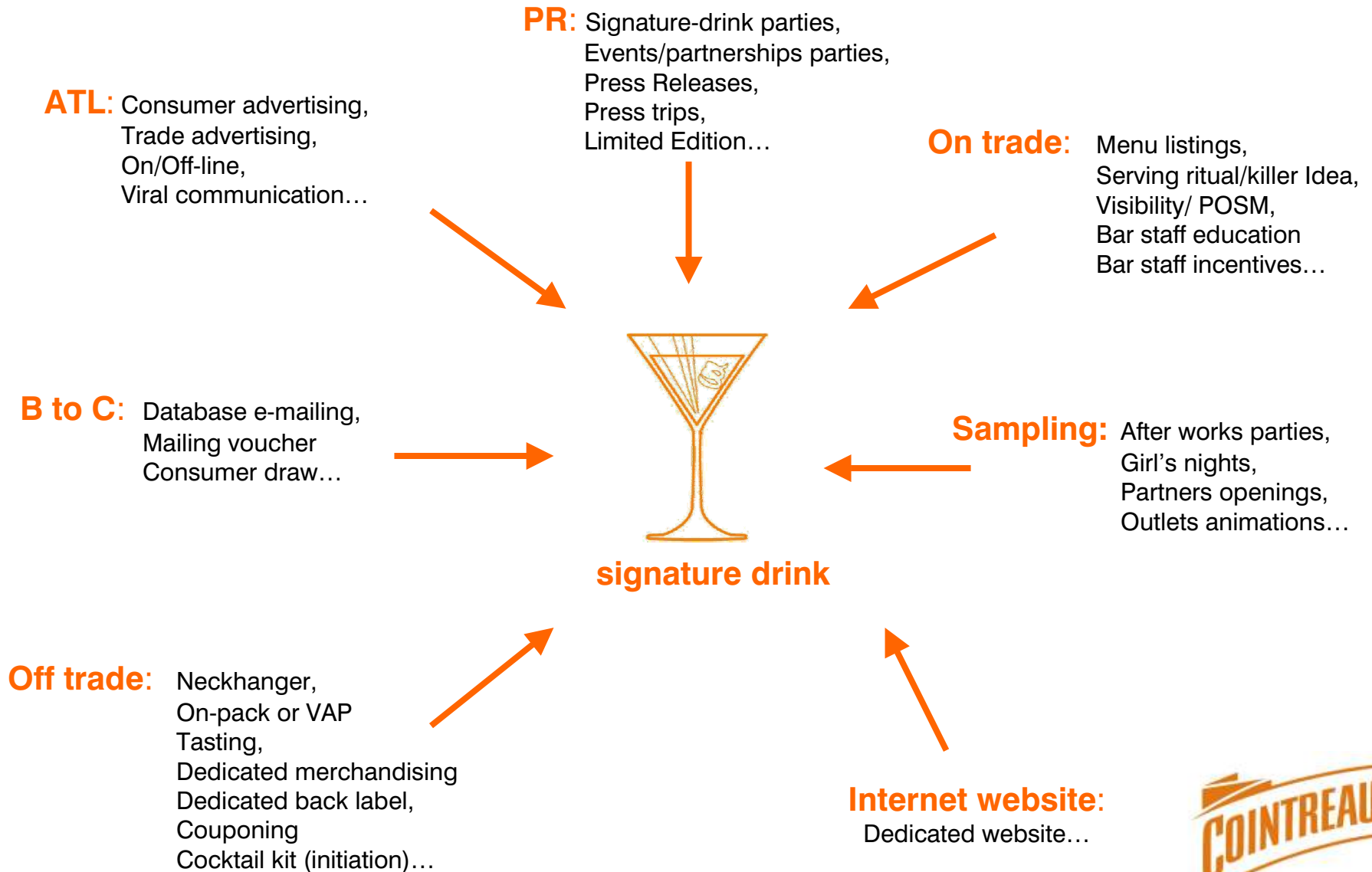


3. Drink strategy in the UK



The global approach: A 360° plan

(as *focus* as possible in terms of *message* & *location*)



Cointreapolitan plan in UKs

A 360° plan

Tactical Trade advertising :
Matthew Clark (4 times/year)



On trade : killer idea, rituel; POSM; incentive programs + Key account listings (Intercontinental hotel group & Sodexo Prestige)



PR : Cointreapolitan Star parties (Brighton; London; Manchester...), Dita Von Teese's show in London...



Cointreapolitan

Off trade :
Selected listing of the 35cl+ shaker and shaker on pack promotion in city markets/image accounts



Sampling :
Blush Ball & Summer parties tastings (venues TBC)



Mailing :
JD Wetherspoon database (93,000 redemptions expected)



Cointreapolitan Launch

The UK market application



PR/buzz

3 launch parties in Brighton, London & Manchester and the Dita Von Teese's show in London

Launch event with celebrities & Press to:

- Spread the word about the drink and the brand
- Ensure press coverage of signature drink + get select on-trade interest

Selective On-trade

100 Key Outlets

- List CointreauPolitan in 100 selected on-trade outlets (contemporary select) in key cities to reach opinion leaders via specific and attractive ritual + POSM (metal shaker kit)
- Tactical Trade advertising at Matthew Clark (4 times/year) to raise awareness of the drink:

Mass On-trade & Sampling

800 Outlets + Sampling

- List CointreauPolitan in 100 additional bars + activate serving ritual + POS kits
- List Long CointreauPolitan in 700 Classic+' & Contemporary bars (1 kit/listing)
- In bars samplings: 93,000 contacts (JDW)

Off-trade

Trickle down effect ON ► OFF

Listing at 'Selfridges, Harold's, Harvey Nichols + 'Impulse' + 'retail clubs' of the 35cl & shaker' promo (21,000 units)

Appendix slides of 360° plan details

PR

The Dita Von Teese's Cointreau show in London



Cointreapolitan stars parties



Liverpool



Newcastle



Manchester



Sampling



Long Cointreaupolitan launch at the Fusion & Foundry



Doncaster Racecourse ladies
day



Blush Ball & Summer parties
tastings (venues TBC)

Off trade



Cointreapolitan shaker on-pack promotion



35cl+shaker promotion



On trade



POSM

Cointreau Polita star Cannes displays



Key accounts listing (Intercontinental hotel group & sodexo prestige)



Tactical trade advertising



Matthew clark (4 times/year)