

F13/Q2

THE LATIN AMERICA & CARIBBEAN

**DIAGEO**

PUBLIC RELATIONS TEAM

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PR Summary Report

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# MADONNA ROCKS MEDELLÍN, BUT SMIRNOFF® STEALS SHOW

By Miguel Arango, Brand PR Manager, DIAGEO Colombia

On Nov. 28 in Medellín, Colombia, two icons took the stage as Madonna and SMIRNOFF rocked a packed house as part of SMIRNOFF's quest to uncover the world's most unique and captivating nightlife. Madonna and SMIRNOFF are no strangers, working together most recently during the Nightlife Exchange Project in 2012, which invited countries to swap their nightlife experiences with others. This time around, the brand unveiled a Madonna Experience limited edition bottle to welcome the pop legend and her MDNA tour to Medellín. The limited edition packaging came complete with special coding on the bottle that unlocked exclusive digital content and gave consumers the chance to win concert tickets.

The special packaging formed part of an aggressive strategy to get the word out about Madonna's concert, as well as to promote the various parties taking place across the city prior to the concert, where SMIRNOFF was the guest of honor. One hundred bottles were delivered to a select group of recipients that included: media directors, high-value consumers, influencers, journalists, bloggers and nightlife promoters. The bottle came accompanied with a press release that delved into further detail about Madonna's partnership with SMIRNOFF.

Additionally, the campaign featured a strong digital and social media presence. On Twitter, fans followed the events via the #SMIRNOFFMDNA hashtag on top of the more traditional hashtags such as #SMIRNOFF and #BeThere. Instagram and Facebook were also used to generate buzz surrounding both the brand and the concert.



While SMIRNOFF didn't directly sponsor the concert itself, media coverage surrounding the limited edition bottle and the related SMIRNOFF events matched that of the official concert sponsors thanks to an impressive 360-degree campaign. Altogether, 12,000 limited edition bottles were sold in Bogotá and Medellín, with earned media topping US\$40,000.





Great Times **GREAT EXPERIENCES**

## THE MAKING OF AN ICONIC BRAND: DELVING INTO THE HISTORY OF THE HOUSE OF WALKER

By Mitchell Nover, Dialogue

In October, DIAGEO LAC invited nine journalists from across the region to experience a truly one-of-a-kind journey to discover the history and heritage of one of Scotland's most important whisky-making families – the House of Walker. From its humble origins to its rise as a world-famous icon, journalists were given the unique opportunity to explore the landscape and distilleries that created JOHNNIE WALKER® and molded it into the world-renowned spirit that it is today.



View the  
LINK

Hosted by Stuart Kirby, Regional Head of Communications for DIAGEO LAC, the group consisted of top publications, including regional publications *Marie Claire Latinoamérica*, *Esquire Latinoamérica*, and *Travesías*; Argentina's *La Nación Revista*; *Revista Wain* from Chile; *El Observador* from Uruguay; *Esquire Colombia*; Puerto Rico's *Vivir al Máximo*; and Venezuela's *Publicidad y Mercadeo*.

The four-day journey kicked off with an interactive mixology session with DIAGEO Mixologist, Stephen Martin, at the Hotel Missoni, who highlighted the exquisite versatility of JOHNNIE WALKER RED and BLACK LABELS. Guests were then treated to a sophisticated welcome dinner at the Burke & Hare at the Hotel Du Vin.

The following day was highlighted by a full day of immersion into the world of JOHNNIE WALKER at the historic Edinburgh Castle. Led by Jonathan Driver, Global Brand Ambassador for JOHNNIE WALKER BLUE LABEL™, the media were treated to a fascinating Diamond Jubilee by John Walker & Sons presentation. After lunch, Scotch whisky expert, Dave Broom, gave a whisky masterclass, educating the media on the depth and importance of Scotch whisky. The whisky immersion continued with an exclusive private presentation of one of the most extensive collections of aged whiskies at the Clavie Vidiz Collection, and wrapped up with a scrumptious dinner at the Witchery and nightcaps at Deacon Brodies Tavern.



Day three started with the departure from Edinburgh en route to the Scottish Highlands. Media were treated to lunch at the Roc Pool Reserve followed by a distillery tour and private tasting at Glen Ord, the only remaining single malt Scotch whisky distillery in the Black Isle region of Scotland. Guests then checked into the Aldourie Castle, a historic estate situated on the southern shore of Loch Ness, close to the city of Inverness, capital of the Scottish Highlands. Once the media were settled, DIAGEO Archivist, Christine McCafferty, gave a riveting House of Walker presentation, outlining the history of the brand. To complement the newly-acquired knowledge from the presentation, Ewan Gunn, Global Brand

Ambassador for JOHNNIE WALKER, led a House of Walker tasting session, which was followed by a luxurious dinner within the castles historic – and some would say haunted – walls.

DIAGEO Archivist,  
Christine McCafferty,  
gave a riveting House  
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of the brand.

The fourth and final day of the trip started with a distillery tour and private tasting at Clynesh. Following the tour, guests were treated to lunch at the Marine Hotel and continued on to a cruise on the famed Loch Ness. After the cruise, media enjoyed leisure time in preparation of the final evening's festivities, which featured a pre-dinner cocktail session followed by a Scottish gala dinner fitting of the exquisite luxury enjoyed throughout the trip.



View the  
PHOTOS



Great Times **GREAT EXPERIENCES**

## UP AND AWAY: ZACAPA® KEEPS COLOMBIA SUSPENDED IN AIR WITH UNIQUE DINING EXPERIENCE

By Miguel Arango, Brand PR Manager, DIAGEO Colombia

Due to the rousing success of ZACAPA's 'Dinner in the Sky' campaign held in Bogotá earlier in 2012, in Q2 the brand set out to treat Colombian guests in the cities of Cali, Medellín and Cartagena to an evening above the clouds.

'Dinner in the Sky' literally gave guests the chance to pair ZACAPA with fine cuisine among the clouds. The activity consisted of raising a dining room 55 meters above the ground on a large platform. A giant crane hoisted the dining room up in the air for over 20 guests, who then enjoyed dinner and ZACAPA over breathtaking city views.

At the Cartagena de Indias Convention Center, guests took to the skies with ZACAPA serving as the evening's host. All enjoyed ZACAPA 15, the delicate and complex ZACAPA 23 and the balanced ZACAPA XO with dinner prepared specifically for that evening by the Rausch brothers. The views of the city and bay were breathtaking, similar to those of the Guatemalan mountains in which the rum was born.

Meanwhile in Medellín, a hub of the Colombian entertainment industry, guests took to the clouds led by ZACAPA and the Del Aire restaurant. The event served as the perfect venue to launch ZACAPA 23 into the city.

*"This activation was nothing short of amazing. Being suspended 500 meters above the city of Cartagena was truly a thrilling experience to behold, and a very unique way to not just enjoy Zacapa at new heights, but to captivate the entire city who could see the spectacle from virtually every point in the city,"* said Stuart Kirby, Regional Head of Communications for DIAGEO LAC.



View the  
VIDEO





Great Times **GREAT EXPERIENCES**

## A NEW LIGHT: OLD PARR® INVITES MEXICO TO SEE LIFE THROUGH THE LENS OF OTHERS

By Juan Pablo Molinar, PR Assistant, DIAGEO Mexico

On Nov. 28, OLD PARR gathered celebrities, friends, fans and media to a unique re-launch party that took place at Mexico City's exclusive *Casino Español*. The party served as kickoff for OLD PARR's re-launch in a campaign inviting followers to 'Explore Life from a Different Angle.'

Stars were on hand, including actress Irene Azuela, who enjoyed the evening with friends Uriel del Toro, Max Villegas, Oswaldo de León and Dafne Molina, all of whom sipped on chic OLD PARR cocktails while dancing to the beats of DJ Julian Ingrassio.

To encourage consumers to share the brand's call to 'Explore Life from a Different Angle,' Álvaro Nates and Rubén Ochoa, two of Mexico's most renowned photographers, were on hand to cover different re-launch events by capturing their personal views of Mexico City through six original pictures snapped at two different angles each to reflect OLD PARR's dare to look at life differently. Their work was revealed on the night of re-launch, with more than 500 attendees who enjoyed the photo exhibition and took in its message.



Ochoa, who appears in the book *Mexican Artists* alongside renowned artists such as Gabriel Orozco, Francisco Toledo, Dr. Lakra, and Salvador Corona, among others, focused on architecture and landscape views of the city. Meanwhile Nates, a celebrity fashion photographer carrying an M.A. from the School of Visual Arts in New York, captured amazing product shots and, of course, fashion photographs from different angles.

Both photographers unveiled works revealing to guests and the media how important it is for all to see and explore life from different angles, inspiring OLD PARR's friends to do the same. Thus, a contest was born as guests were invited to dust off their own cameras and join photo contest shooting images from various angles, completing the re-launch strategy.

Due to the success of the kickoff event, a similar event took place in Guadalajara, another key OLD PARR market. To round up the campaign, the photography contest, judged by Ochoa, Nates and DIAGEO team members, will take place through the brand's social networks through the first quarter of FY13, where OLD PARR fans will share their own perspectives of Mexico. The winner will receive a trip to Macchu Pichu, Peru.



## Great Times GREAT EXPERIENCES

### SINGULAR SENSATION: EWAN GUNN SURPRISES MEXICO WITH CARDHU®, A MOST GENEROUS MALT

By Juan Pablo Molinar, PR Assistant, DIAGEO Mexico

During the first week of November, an exceptional and very elegant dinner party took place at the Four Seasons in Mexico City, hosting a group of VIPs, KOLs and media to welcome DIAGEO's single-malt Scotch, CARDHU, to Mexico. Ewan Gunn, Global Whisky Ambassador for DIAGEO, traveled from Scotland to Mexico City to officially present CARDHU, considered to be the "Best in Class."

During the event, Ewan engaged guests and media with his special presentation about the origins of CARDHU, including ways to enjoy this unique single malt, especially when it comes to exceptional food pairings.

Among the "Best in Class" personalities in attendance were leading experts in Mexico's floral, art, photography and culinary sectors, all of whom shared their personal tips on how to host special events such as the CARDHU pairing. The intimate ambiance allowed guests to enjoy CARDHU in a very comfortable and cozy manner that would serve as a model for other special events.

To herald the news of CARDHU's arrival, Ewan gave an exclusive TV interview to



renowned business journalist Carlos Mota at *Cubículo Estratégico*. Throughout the interview, Ewan conveyed the brand's characteristics and information about single malts in general with CARDHU serving as the centerpiece. Additional 1:1 interviews with top lifestyle, gourmet and luxury magazines with Ewan took place so that Mexico's top editors and reporters could immerse themselves in the world of CARDHU and tell their readers of their experiences afterwards.

### RITE OF PASSAGE: 'SIGNATURE RITUALS' PRESENTED BY JOHNNIE WALKER® BLUE LABEL™ RECEIVE HIGH HONORS

By Juan Pablo Molinar,  
PR Assistant, DIAGEO Mexico

#### JOHNNIE WALKER BLUE LABEL Brand

Ambassador, Matthieu Guerpillon, and Mexico's PR team orchestrated an incredible series of 'Signature Rituals' celebrations taken from the personal perspectives of renowned influencers who enjoy this premium blend of Scotch whisky.

Their insights and reflections on the brand included various topics ranging from art to business to culture. Gatherings took place in intimate settings where society's leaders showcased their perspectives in front of close friends and colleagues while enjoying JOHNNIE WALKER BLUE LABEL.

Influencers were carefully selected and included noted personalities such as Pablo González Cid, Founder and Director of *Café Punta del Cielo*, and Lorenzo Ruiz, Managing Director of Tommy Hilfiger Mexico. After extensive planning and brainstorming, these exclusive encounters were designed to portray an ambiance of sophistication and luxury, matching the reflections of guest visionaries as well as the attributes of JOHNNIE WALKER BLUE LABEL.

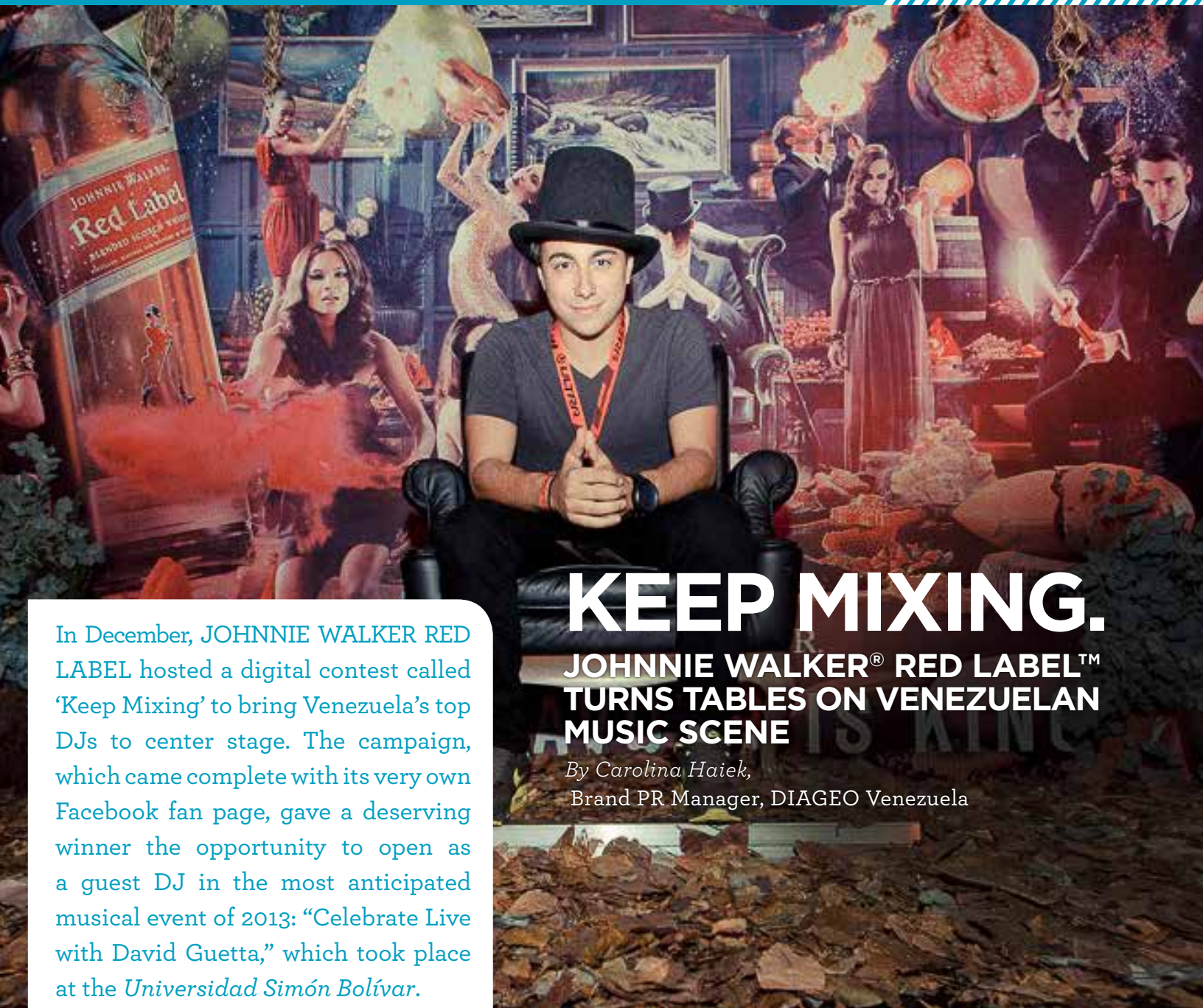
The campaign positioned the whisky in a new light thanks to the participation of Guerpillon. Exclusive guests opened up their senses and imagination as they sipped the iconic JOHNNIE WALKER BLUE LABEL.

The first signature ritual, '*Romper Paradigmas*' with Pablo González Cid, took place in November and was covered by *El Conocedor* magazine. The second ritual, '*Celebrar los Triunfos*' with Lorenzo Ruiz followed shortly afterwards in December and was covered by *GQ* and *Winner* magazines.





## Great Times GREAT EXPERIENCES



# KEEP MIXING.

## JOHNNIE WALKER® RED LABEL™ TURNS TABLES ON VENEZUELAN MUSIC SCENE

By Carolina Haiek,  
Brand PR Manager, DIAGEO Venezuela

In December, JOHNNIE WALKER RED LABEL hosted a digital contest called ‘Keep Mixing’ to bring Venezuela’s top DJs to center stage. The campaign, which came complete with its very own Facebook fan page, gave a deserving winner the opportunity to open as a guest DJ in the most anticipated musical event of 2013: “Celebrate Live with David Guetta,” which took place at the *Universidad Simón Bolívar*.

The initiative welcomed both professional and amateur DJs to register at [facebook.com/JohnnieWalkerVenezuela](https://www.facebook.com/JohnnieWalkerVenezuela), where they could let the world know just how talented they were by performing their mixes before virtual audiences, all of whom were vying for a spot on “Celebrate Live with David Guetta.”

To enter the contest, DJs uploaded demos lasting up to 20 minutes in length onto the site. Qualifying rounds involving the general public ran through Dec. 23, where music fans voted for their favorites. The top 30 participants who received the greatest

number of “Likes” were then evaluated by a qualified jury made up of the top three DJs in Venezuela: Oscar Leal, David Rondón and César Arellano, who undertook the difficult task of selecting five finalists for the final competition.

Those five finalists then competed in a showdown just prior to David Guetta’s concert. At a live event onstage, the five finalists cranked up their stuff before an energetic crowd. Later, on the evening of Jan. 12, the contest winner — DJ Victor Porfidio — opened “Celebrate Live” to an audience of about 12,000 fans.

On the day of the event, JOHNNIE WALKER RED LABEL lifted the velvet ropes to unforgettable experience complete with a massive ‘Where Flavour is King’ montage overlooking 200 VIP guests including noted musicians, models, actors, representatives from the media and from DIAGEO, all of whom provided positive feedback on the event.

Cocktails on hand included Red Lemon, CaipiRed, Red Mojito, Cranberry Red and Red Passion. Additionally, JOHNNIE WALKER RED LABEL was the only spirit brand available at the concert.



## Great Times GREAT EXPERIENCES

### VENEZUELA WELCOMES A FRESH NEW FACE OF LUXURY — ZACAPA® XO

By Carolina Haiek,  
Brand PR Manager, DIAGEO Venezuela

DIAGEO's famed ZACAPA XO is now available in the Venezuelan market, delivered in person by Regional Ambassador, Rebecca Quiñonez, who shared her knowledge of this premium-category Guatemalan rum — the product of 25 years of aging — in a packed agenda of tastings and other events across Caracas.

Upon arrival, Quiñonez paid a visit for a pairing at Venezuela's most respected TLA, Le Gourmet restaurant at the Tamanco Hotel, home of acclaimed chef Elías Murciano, who has brought the experiences and recipes he amassed in Europe's finest kitchens — some bearing three-star ratings from Michelin — back to Venezuela. Murciano is no stranger to ZACAPA, having traveled to Guatemala recently to become more acquainted with the rum's aging processes. That's why he was more than happy to host a pairing lunch for special guests and connoisseurs of the Venezuelan Gastronomic Academy alongside Quiñonez and the Reserve Team.

Afterwards, Venezuela enjoyed two spectacular days of exceptional culinary experiences that showcased ZACAPA XO. A second pairing lunch took place at the iconic ALTO Restaurant under the watchful eye of talented Chef Carlos García, with guests including culinary gurus and gastronomy experts as well as key media. Two very stylish dinners also introduced Caracas to the ultra-premium rum, taking place at the Country Club's colonial estate, with guests including distributors, customers and noted personalities of Caracas society.

To close the tour, ZACAPA XO was a guest of honor to celebrate ALTO Restaurant's fifth anniversary, where famed guest chef Enrique Olvera, of Mexico's Pujol Restaurant, provided his signature cuisine designed to complement this ultra-premium rum.



### BUCHANAN'S® RED SEAL™ GALLOPS TO WINNER'S CIRCLE AT ESTEEMED VENEZUELAN EQUESTRIAN EXHIBITION

By Carolina Haiek,  
Brand PR Manager, DIAGEO Venezuela

At the exclusive Caracas Country Club, the Fifth Annual Venezuelan Equestrian Jumping Exhibition took place in Q2, organized by Haras San Francisco and sponsored by BUCHANAN'S RED SEAL, a majestic blend of whisky befitting of an event where 12 majestic thoroughbreds were shown.

The exhibition, hosted by Carlos Lander and organized by Carlos Larrazábal, came complete with a challenging jumping circuit that gave each entrant the opportunity to display gaits, techniques and posture. Several noted dignitaries from the equestrian world were present to enjoy this often nerve-racking event.

Throughout the exhibition, attendees enjoyed the smooth characteristics of BUCHANAN'S RED SEAL, a refined and balanced entity much the like the horses that captivated all in attendance. Additionally, all thoroughbred owners received their very own gift bottles of BUCHANAN'S RED SEAL to commemorate the occasion with their friends and family.

Larrazábal family members have spent the last 50 years dedicating themselves to the breeding and care of Venezuela's finest thoroughbreds.



Great Times **GREAT EXPERIENCES**

# LET'S BRUNCH:

## BODEGA NAVARRO CORREAS® INVITES ARGENTINA FOR A SPARKLING GOOD TIME



By Carolina Martinenghi,  
Corporate & Brand PR Manager,  
DIAGEO WestLAC (South Cone)

To continue improving the positioning of its sparkling wines, BODEGA NAVARRO CORREAS presented 'Celebrate Brunch Time,' which combined delicious brunches in the trendiest restaurants in Buenos Aires, complete with live music by the well-known and versatile DJ, Soledad Rodriguez Zubieta. Of course, also on hand were the country's most sophisticated sparkling wines delivered by NAVARRO CORREAS.

This series of events ran from October to December, inviting well-known journalists and opinion leaders to the encounters, sharing their thoughts and experiences with the NAVARRO CORREAS team afterwards. Also in attendance were celebrities such as Roberto Pettinato, one of the country's most popular radio and TV hosts, and Iván de Pineda, a renowned international model.

Press coverage was impressive: 21 clips in sought-after media were obtained, with US \$78,000 in media value.

## REMEMBER WHEN? J&B® TAKES ARGENTINA ON A TRIP ACROSS TIME

By Carolina Martinenghi,  
Corporate & Brand PR Manager, DIAGEO WestLAC (South Cone)



At the final 'Starting Parties since 1749' campaign event, J&B reaffirmed its historical claim as the whisky most likely to accompany spontaneity anytime and anywhere. On Dec. 1, the eclectic and iconic styles from bygone eras in J&B's history came back to life as guests traveled back in time.

Dante Spinetta, a well-known musician and the campaign's main endorser, attended the party and presented a mash up soundtrack with tunes ranging as far back as the 18th century to contemporary times such as the 1920s and 1960s. Renowned bartender and campaign endorser, Tato Giovannoni, also attended the event to serve up his exclusive mash up drinks that combined ingredients typically associated with party eras including 1749, 1920 and 2012.

To really transport the guests back in time, a group of performers delivered a spectacular show featuring dance routines that included the Charleston and break dancing. Afterwards, the marvelous Mirrorball Man made his appearance to rev the party into an even higher gear.

PR efforts focused on inviting target journalists to celebrate yesterday and today, with 23 carefully selected representatives from the media in attendance. Fashion bloggers and other journalists picked up the campaign as well, tweeted and posting on Instagram throughout the party. After the event, they wrote articles on their corresponding blogs, placing the emphasis on fashion to reach their audience with whom they shared more than 100 tweets.

*Great Times* **GREAT EXPERIENCES**

In November, to celebrate the arrival of two top-shelf whiskies in Chile – JOHNNIE WALKER PLATINUM LABEL™ and JOHNNIE WALKER GOLD LABEL RESERVE™ – the brand hosted a premium launch party at the terrace of NOI Vitacura, one of Santiago’s most exclusive hotels.

**NEW ADDITION:  
JOHNNIE WALKER®  
PORTFOLIO ANNOUNCES  
NEW LAUNCHES IN CHILE**

*By Carolina Martinenghi,*  
Corporate & Brand PR Manager,  
DIAGEO WestLAC (South Cone)

With over 100 guests in attendance, mainly editors, journalists and celebrities, the posh event featured a special visit by Arturo Savage, JOHNNIE WALKER Brand Ambassador for Latin America and the Caribbean, and quickly became one of the most sought-after events during Chile’s high season.

Guests enjoyed JOHNNIE WALKER perfect serves and lapped in the luxury of live music and a private tasting of some of the best blends the House of Walker has to offer.

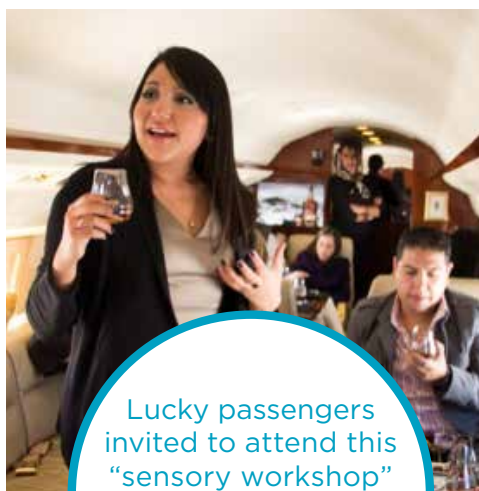
The event garnered coverage in 20 publications, mainly in society pages and sections devoted to new products, with a media value exceeding US \$125,000.



**A TASTE OF HEAVEN:  
ZACAPA®, MEDIA  
FASTEN SEATBELTS,  
TAKE RUM TO NEW  
HEIGHTS**

*By Juan Pablo Molinar,*  
PR Assistant, DIAGEO Mexico

Last November, ZACAPA hosted for the first time ever a unique ‘Tasting in the Sky’ experience for a group of Key Opinion Leaders in Mexico. Group members, which included editors, reporters, bloggers and a chef, fastened their seatbelts, sat back and sipped this enchanting rum on a private jet soaring from Mexico City to Mérida.



Lucky passengers invited to attend this “sensory workshop” sipped ZACAPA alongside a handmade chocolate collection



Local Brand Ambassador, Maite Zeron, hosted this groundbreaking event with a midflight presentation on ZACAPA, covering in luxurious detail the rum’s attributes, history and legacy. Lucky passengers invited to attend this “sensory workshop” sipped ZACAPA alongside a handmade chocolate collection at one seriously impressive cruising altitude.

Once in Mérida, on Mexico’s Yucatan Peninsula, guests were greeted by bartenders offering mojitos, appetizers and a performance by a *Marimba* musical group. Afterwards, guests learned more about ZACAPA and its blending process as Zeron engaged with guests and communicated the different steps take to create the perfect blend of ZACAPA.

The experience ended with a lunch provided by Mérida’s most celebrated chef, Roberto Solis. Guests returned home with memories of ZACAPA soaring through their heads.



## Great Times GREAT EXPERIENCES



### CACIQUE® 500 RINGS IN 2013 BY BLOWING OUT 20 CANDLES

By Carolina Haiek,  
Brand PR Manager, DIAGEO Venezuela

CACIQUE 500 wrapped up 2012 by celebrating the brand's 20th anniversary in Venezuela. To really drum up awareness for the special milestone, the CACIQUE team unveiled a very innovative, limited-edition bottle that guards this golden brown rum with the same exceptional character and traditional aging process that has defined this spirit for years.



To keep the celebration going, CACIQUE 500 rang in 2013 a little early by inviting 1,000 loyal followers to an ultra-modern, Caracas-style celebration at the Centro Internacional de Exposiciones Caracas in the first week of December to sip this prized rum. Digital fireworks lit up the night, as did music provided by none other than Venezuelan singer, Víctor Muñoz, and DJ, Pierre Rolens

This unique rum's vanguard packaging along with the style and spontaneity of the brand propelled CACIQUE 500 to the top of any discerning gift list this season, especially those targeting young adults in search for quality at an appropriate price.



### THE BOLD AND THE BEAUTIFUL: JOHNNIE WALKER® BRINGS FLAVOUR TO THE BRITISH AMBASSADOR'S HOUSE IN ARGENTINA

By Carolina Martinenghi,  
Corporate & Brand PR Manager,  
DIAGEO WestLAC (South Cone)

JOHNNIE WALKER completed its global campaign 'Where Flavour is King' with an amazing party at the British Ambassador's residence in Argentina that gathered more than 50 journalists and opinion leaders who enjoyed this most sensorial of experiences.

On Nov. 27, JOHNNIE WALKER's four main flavors permeated the British Ambassador's residence, with each — smoky, fruity, spicy and honey — occupying its own ballroom, delighting guests with each flavor's distinctive characteristics.

The event was a smashing success, with attendees sipping complex and sophisticated drinks provided by local JOHNNIE WALKER Brand Ambassador, Adriano Marcellino, and music provided by famed Argentine DJ, Jimena Blizniuk. More than 50 journalists and opinion leaders attended the event, alongside noted celebrities like Milo Locket and Diego Reinhold., resulting in great coverage of the event and the campaign.





Great Times **GREAT EXPERIENCES**

# ART IN THE PARK RETURNS TO BODEGA NAVARRO CORREAS®

*By Carolina Martinenghi, Corporate & Brand PR Manager, DIAGEO WestLAC (South Cone)*

On November 3 in Mendoza, the second edition of the popular open-air art show Bodega Abierta al Arte took place at BODEGA NAVARRO CORREAS cellars in Godoy Cruz.

The goal this year was to create an ethereal and festive atmosphere, where paintings, sculptures, music and, of course, the magnificent NAVARRO CORREAS wines blended together in a festive springtime evening nestled at the foot of the Andes mountains. Guests enjoyed the beautiful sunset listening and dancing with DJ, Ale Lacroix, a one-time MTV broadcaster who created a special chill-out mix of melodies.

Celebrities, media, business leaders and consumers alike enjoyed a fantastic evening with NAVARRO CORREAS and the brand obtained astounding coverage in social magazines and newspapers.

Guests enjoyed the beautiful sunset listening and dancing with DJ, Ale Lacroix



## DON'T TOUCH THAT DIAL: DIAGEO RESERVE WORLD CLASS HITS GLOBAL AIRWAVES FROM RIO DE JANEIRO

*By Mitchell Nover, Dialogue*

The DIAGEO RESERVE WORLD CLASS Bartender of the Year challenge puts the spotlight on mixology every year by pitting the world's top bartenders against each other as they shake, stir and pour their way to success and fame.

During the latest edition, which took place in Rio De Janeiro, Brazil in July, WORLD CLASS welcomed a 50-man film crew to shoot each and every moment of the event for WORLD CLASS TV, a one-hour TV special.

Airing across 11 channels in 55 countries, the program shed light on the art and science that blend together into the practice of creating cocktails with an all-star cast of the world's top bartenders seeking to take center stage. For DIAGEO, the television program set the foundation to put this one-of-a-kind competition onto the global stage for years to come.



## Amazing RELATIONSHIPS

### SOPHISTICATED BLENDS CALL FOR SOPHISTICATED SOUNDS, ESPECIALLY WHEN IT COMES TO BUCHANAN'S®

By Miguel Arango,  
Brand PR Manager,  
DIAGEO Colombia

Good whisky and good music go hand in hand, even more so when one enjoys the complex and subtle notes of BUCHANAN'S blended Scotch whisky. This sophisticated spirit invited Norah Jones for her first ever performance in Colombia on Nov. 30 for an exclusive audience of 2,000 people in Bogotá. The American singer-songwriter and pianist's attributes run as impressive as the notes of the whisky: nine Grammy awards, a ranking of 60th on *Billboard* magazine's artists of the 2000-2009 decade and album sales topping 26 million in 2012 alone.

To cultivate DIAGEO's Amazing Relationships with influencers and journalists and achieve maximum photo coverage of the concert, BUCHANAN'S MASTER struck a partnership with Evenpro, the largest event production company in Colombia, to bring Norah Jones to the stage.

News of the concert and the brand's participation spread quickly thanks to the help of noted personalities such as TV host, Pirry, music critic, Manolo Belón, filmmaker, Rodrigo Triana and recognized cartoonist, Vladdo. The entertainment press and photographers delivered as well, drumming up anticipation for the event, as well as positive reviews and coverage afterwards. The BUCHANAN'S brand shared the stage throughout, from the red carpet to a VIP gathering of 150 people enjoying BUCHANAN'S MASTER.



## ARGENTINA AND CARDHU® DEFINE LUXURY IN EVERY DETAIL

By Carolina Martinenghi, Corporate & Brand PR Manager,  
DIAGEO WestLAC (South Cone)

The long-awaited launch of Scotland's famed single malt CARDHU Scotch whisky in Argentina took place on Oct. 10. Hosted by Arturo Savage, Regional Brand Ambassador for DIAGEO's deluxe whiskies, the event unfolded at Frank's Bar — ranked as one of the 50 best bars in the world — where a perfect blend of fine food and this smooth single malt Scotch delighted all in attendance.

Famed chef Martín Baquero, prepared ideally suited dishes for this memorable pairing with 20 of the most renowned food and spirits journalists and the country's top bartenders in attendance. CARDHU's launch forged an excellent relationship between the brand and top Argentine opinion leaders. Press coverage was solid.



## Amazing RELATIONSHIPS

### ZACAPA®, HARLEY DAVIDSON LOVERS, REV UP GOOD TIMES IN PERU

By Carolina Martinenghi, Corporate & Brand PR Manager, DIAGEO WestLAC (South Cone)

Few brands symbolize the freedom and the thrill of the open road like Harley Davidson motorcycles. In Peru, the Club Harley Davidson Peru gathers those who share this passion by organizing short-and long-distance road trips to some of the world's most amazing scenery. Today's refined and sophisticated bikers possess tastes for the finer things in life, including ZACAPA rum.

To pair ZACAPA with Harley Davidson aficionados, the brand selected a group of 25 club members, inviting them on the sensorial ride of their lives. The Kapallac restaurant was chosen to match the rum's traditions with those of the motorcycling enthusiasts. All enjoyed seven different dishes made especially to highlight ZACAPA, with cuisine prepared by well-known Peruvian Chef, Luis Cordero.



### ONE IN A MILLION MILESTONE: OLD PARR® CELEBRATES ONE MILLION FRIENDS

By Miguel Arango, Brand PR Manager, DIAGEO Colombia

Good things come in pairs for some, but for OLD PARR, great things come by the millions. OLD PARR is proud to announce that it has not only sold one million cases across Latin American and the Caribbean, but more recently, the brand also welcomed its one millionth fans on Facebook. OLD PARR has become Colombia's second brand to garner one million Facebook fans, the other being the legendary coffee icon, Juan Valdez.

The "1 MILLION" project launched on Sept. 24, and, about halfway sooner than anticipated, OLD PARR not only landed its millionth fan, but also became the adult beverage with the most Facebook fans

in the Andean region as well as the most within the DIAGEO LAC Scotch category.

The brand recently celebrated its popularity by hosting a concert and series of events to thank its fans. The celebration took place on Dec. 12 in Bogotá and Barranquilla at two key on-trades where some of the most celebrated Vallenato artists performed. The concerts were also live streamed on the OLD PARR fan page where consumers were able to switch views from the Bogotá concert to the Barranquilla concert at will.

Some 6,000 people connected to the concerts online, and both physical venues were sold out with 1,000 attendees each. Influencers and journalists were also invited to take part in this celebration of both OLD PARR and the Colombian people.





## Amazing RELATIONSHIPS



## CAPTAIN MORGAN® ROUNDS UP NEW MORGANETTES FOR HIS CREW

By Carolina Martinenghi,  
Corporate & Brand PR Manager,  
DIAGEO WestLAC (South Cone)

On Nov. 23, the final party of CAPTAIN MORGAN's new campaign 'The Perfect Pose' took place in Argentina, in which the irreverent CAPTAIN MORGAN disembarked at the KIKA Club on a mission to find the next Morganette to join his crew, the one capable of striking 'The Perfect Pose' like no other. Six lovely sirens competed with one another striking the pose with eyes focused while remaining poised, polished and fun loving. After serving the jury members their version of the perfect Captain&Cola, Debora Pistarchi, was recruited to set sail with the Captain.

The notable jury was made up of the Captain's closest friends, including Argentine actress and crowd-pleasing Morganette, Karina Jelinek, and Tucu López, host of the *Gente Sexy Radio Program*. Also on the jury sat a loyal consumer who won a spot via a Facebook contest.

## JOHNNIE WALKER® BLACK LABEL™ HONORS MILESTONE FOR VENEZUELAN EDITORIAL STANDARD BEARER

By Carolina Haiek,  
Brand PR Manager  
DIAGEO Venezuela

Venezuela's *Estampas*, a widely-respected Sunday magazine and the largest circulated in Venezuela, published by leading newspaper, *El Universal*, celebrated its 59th anniversary in print at a ceremony presided by renowned editor, Mario Aranaga, and accompanied by the smooth and masculine tones of JOHNNIE WALKER BLACK LABEL.

To commemorate such a noteworthy event, the publisher and five guest editors - Leonardo Padrón, Camila Canabal, Laureano Márquez, Emilio Lovera and Alfonso León - VIP guests rolled up their sleeves to edit and publish five special sections honoring the magazine's history and accomplishments.

To honor the magazine's guest editors for all of their hard work, the *Estampas* editorial staff hosted a celebratory JOHNNIE WALKER toast in a restaurant recently opened by noted Chef, Edgar Leal, who prepared the perfect cuisine in pairing with JOHNNIE WALKER BLACK LABEL.

 Estampas

## Amazing RELATIONSHIPS



### NUVO® JOINS CHINO Y NACHO IN THEIR LATEST VIDEO

By Carolina Haiek,  
Brand PR Manager, DIAGEO Venezuela

NUVO recently starred as the protagonist in Latin Grammy winners, Chino y Nacho's latest video, "Sin ti," shot in late 2012. In just 15 days after being posted on YouTube, the video racked up more than two million hits, with thousands of positive comments pouring in from fans.



  
View the  
VIDEO

The initiative mirrored similar campaigns taking place across the region, with NUVO making appearances with renowned artists such as Mexican pop star, Paulina Rubio, and Reggaeton performers, Wisin y Yandel, and J. Balvin, all aiming to inject that fresh, modern, glamorous and sassy sensation that embodies the NUVO experience.

NUVO's appearance in Chino y Nacho's video is still generating buzz among target consumers, especially when it comes to today's successful young women seeking to celebrate good times and life's special moments.

## VENEZUELA'S YOUNG PROFESSIONALS FLOCK TO 'WHERE FLAVOUR IS KING'

By Carolina Haiek,  
Brand PR Manager,  
DIAGEO Venezuela

JOHNNIE WALKER® RED LABEL™ unveiled its new and very vanguard campaign 'Where Flavour is King' in Venezuela in late 2012. This bold and unprecedented concept aims to really relate to customers on deep, emotional levels, upending the traditional view of the world of whisky in the process. The campaign conveys the brand's flavor and attributes in a very novel, primordial and sensorial manner —wrapped in wisps of mystery and memory — to deliver an exceptional and unconventional experience.

A theatrical presentation at the Teatro Trasncho theater in Caracas served as the campaign's launching point, complete with professional actors portraying the different elements that make up the blend — smoky, fruity, honey and spicy — which enthralled carefully selected guests and media. All enjoyed a trip into the magical world 'Where Flavour is King.' Once the journey was complete, guests were greeted to a lounge to relax and share their experiences.

A very talented DJ kept the tunes flowing as smooth as the JOHNNIE WALKER cocktails themselves, including "Red Lemon," an easy-to-prepare specialty that calls for JOHNNIE WALKER RED LABEL, lemon soda, ice and an orange peel — a popular request among younger consumers. Similar cocktails made from passion fruit and cranberry drew applause as well, especially among the ladies in attendance





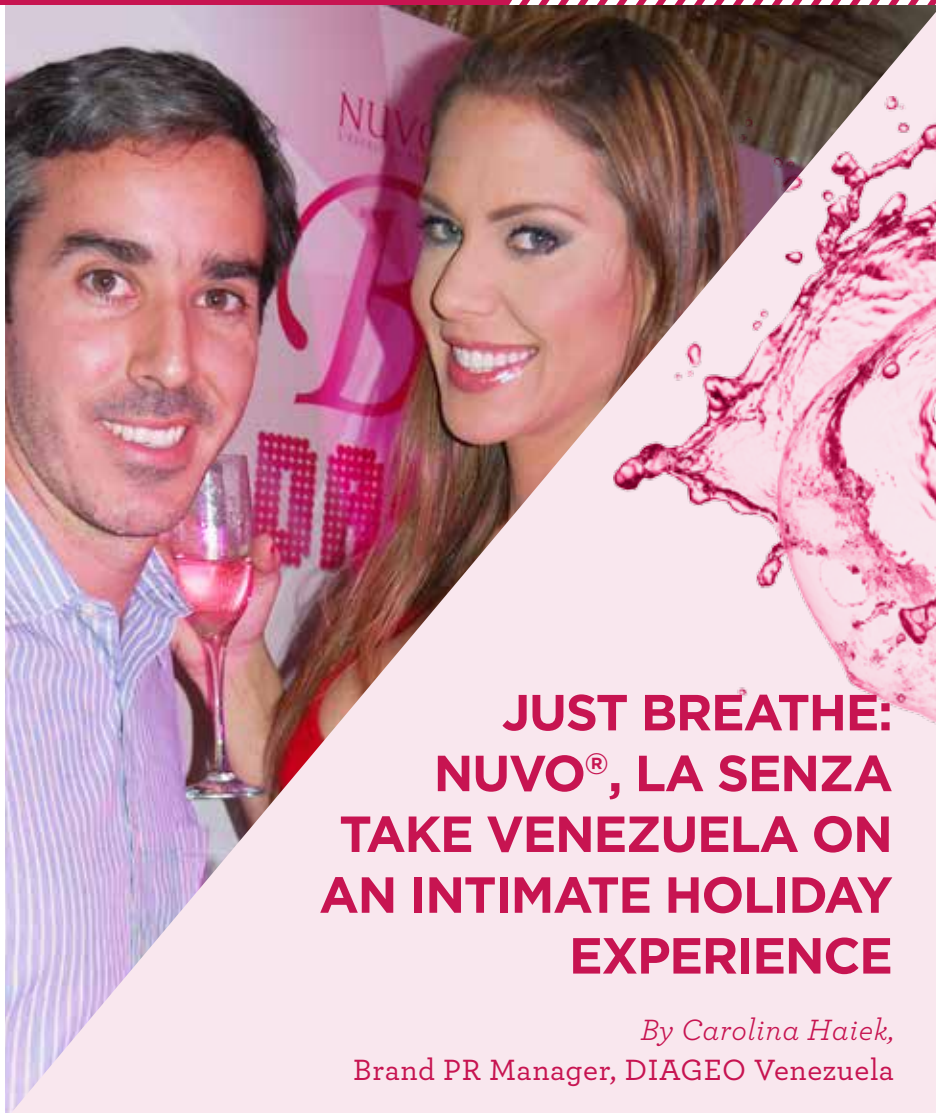
## Amazing RELATIONSHIPS

# BIRTHDAY SUIT: NUVO® LAUNCHES NUVO BDAY, HONORS PAOLA CIPRIANI

By *Carolina Haiek*,  
Brand PR Manager, DIAGEO Venezuela

NUVO, the only sparkling liqueur designed to accompany life's special moments for today's woman, celebrated the birthday of Venezuelan celebrity and model, Paola Cipriani, at the UVE night club in the posh Las Mercedes district of Caracas. The night was packed with fun, glamour and fashion that flowed to the rhythm of DJ mixes. In fact, the party was such a hit that a new campaign was born, Happy 'NUVO Bday!'

Through a carefully coordinated public relations strategy, the initiative will host celebrity birthday parties each month with the aim of positioning the brand in the eyes of consumers for whom fashion, glamour and keeping up with today's trends remains a priority. For the brand, Caracas is the perfect city in which to display its pink, sparkling and fruity charm. Just ask Paola, host of the popular Venezuelan program *Lo Actual* and honoree of the first NUVO Bday. The beautiful, young and outgoing personality captivated all in attendance while enjoying NUVO and wonderful appetizers served throughout the evening with her friends.



## JUST BREATHE: NUVO®, LA SENZA TAKE VENEZUELA ON AN INTIMATE HOLIDAY EXPERIENCE

By *Carolina Haiek*,  
Brand PR Manager, DIAGEO Venezuela

Taking advantage of the December holiday season, when Venezuelans toast good times and the year's accomplishments while shopping for that perfect gift, NUVO sought to fill both needs by launching special activities at two posh La Senza retail outlets located at select Caracas shopping malls. The color pink was on hand — as was NUVO itself — to cater to the demanding, outgoing, alluring and professional woman of today's Venezuela.

La Senza, a Canadian intimate apparel company with more than 600 stores in operations worldwide, agreed to offer a 40 percent discount to raise traffic in its stores. A mix of carefully selected music provided by DJs and NUVO itself invited customers to take a break from the holiday rush and just "chill out" in soft pink lighting, with NUVO tastings taking the shopping experience to whole new levels.

Additionally, NUVO took part in the La Senza Christmas Collection Fashion Show held at famed Plaza Altamira in eastern Caracas, where 300 consumers and media enjoyed a sprinkling of pink during the 2012 Holiday Season.



## Amazing RELATIONSHIPS

# RESERVATIONS REQUIRED: DIAGEO RESERVE PORTFOLIO SHINES AT CARACAS GASTRONOMY EVENT

By Carolina Haiek, Brand PR Manager, DIAGEO Venezuela

The *Salón Internacional de Gastronomía* (SIG), an international culinary conference, is the gastronomic Super Bowl for gourmet aficionados in Venezuela. Each year, the event gathers producers, distributors, importers and other key players from across Venezuela's hospitality industry when it comes to fine foods, wines and spirits. Noted guests and participants this year included national and international chefs, restaurateurs, winemakers, managers, students, experts and second largest newspaper by the event since its inception in 2002, fails to outpace that of the year before and nuanced recipes and brand

DIAGEO RESERVE brands ZACAPA® 23 and XO, BUCHANAN'S® SPECIAL RESERVE™ and RED SEAL™, and JOHNNIE WALKER® BLUE LABEL™ were also on-hand and received due praise thanks to the world-class presentations, tastings, pairings and lectures led by their Brand Ambassadors, Luis José González, Omar Obregón, and Juan Carlos Arias, respectively. Meanwhile, the CIROC® brand also earned its share of the limelight, as guests were eager to try this premium vodka derived from grapes, which



drew particular praise among the ladies in attendance, especially when used in signature cocktails.

sommeliers and cooking school food lovers in general. The nation's circulation, *El Nacional*, has organized and each year, the buzz and hype never thanks to the increasingly coveted experiences unveiled at the event.



## BEER AND BOND: HEINEKEN® AND "SKYFALL" PAIR UP FOR THE PREMIERE OF A LIFETIME

By Levaughn Flynn, Brand PR Manager, DIAGEO WestLAC (CCA)

The Heineken 'Crack the Case' campaign successfully culminated with the premiere of the latest James Bond film, "Skyfall," in Jamaica, part of Heineken International's partnership with the James Bond franchise.

Leading up to the premiere on Nov. 6, consumers were engaged through Facebook and took place in a scavenger hunt, in which each enjoyed the chance to be a Heineken secret agent for the day. The winning team (which completed the mission in the shortest possible

time) won tickets to the premiere, passes to an after party and a weekend getaway.

For the premiere, Heineken transformed the Carib 5 Cinema in Kingston, injecting some pizzazz and sophistication for the event, which hosted more than 500 influencers, customers, consumers and media.

Ladies looked the part with effortless grace and styling in little black dresses and fashionable stilettos. Not to be outdone, gentlemen in attendance were as sartorial as Bond himself.

Earlier, consumers also participated in the Global James Bond Day on Oct. 5, where all celebrated by wearing a bow tie and enjoying Heineken at the key on-trade account, Macau.

The Heineken 'Crack the Case' campaign yielded impressive results with an ROI of 266% and a CPM of less than US \$1.





## Amazing RELATIONSHIPS



### CATWALK: NUVO® FASHION DESIGN SENDS MEXICO'S BUDDING FASHIONISTAS TO NEW YORK FASHION WEEK

By Juan Pablo Molinar,  
PR Assistant, DIAGEO Mexico

In Q2, NUVO launched the NUVO Fashion Design Competition, a contest for fashion design students to create their own outfits inspired by a NUVO diva. Twelve finalists will eventually be selected to produce fashion ensembles to be presented at final catwalk event, and the winner will travel to New York City during Fashion Week in September 2013, with special backstage access to fashion activities as a guest of NUVO.

The Pink Squad Jury will be in charge of deciding the winners. Panelists include top influencers: Ariadne Grant, from *Marie Claire Mexico & Latin America*; Cristina Pineda, founder of Mexican fashion house *Pineda Covalín*; Juanchi Torre, director of *CompraModaNacional.com*; Desirée Navarro, fashion designer and editorial director of *Winners* magazine; Beatriz Calles, director of Mercedes Benz Fashion Week Mexico; and Beatriz Cisneros, the main make-up artist for M•A•C Cosmetics in Latin America, the competition's official sponsor.



## Enriched COMMUNITIES



### BUCHANAN'S® MASTER™ HONORS COLOMBIA'S FINEST, WINS PRESIDENTIAL NOD OF APPROVAL

By Miguel Arango, Brand PR Manager, DIAGEO Colombia

BUCHANAN'S enjoys a very rich history thanks to the love and labor of founder, James Buchanan, who throughout his life, dedicated himself to philanthropic work and community service, especially his unwavering dedication to projects aiming to assist those suffering from various adversities. In Colombia, the brand reshaped the bottle that houses one of the world's most renowned whiskeys into a soldier's canteen to honor members of Colombia's Armed Forces who paid the ultimate sacrifice in past conflicts to symbolize the union of Colombian friendship, strength, loyalty and brotherly love that has transcended past strife for generations.

BUCHANAN'S MASTER in conjunction with the nonprofit organization, *Corporación Gustavo Matamoros*, which works to assist wounded combat veterans, produced the commemorative canteen that adorns an artistic illustration crafted by one of Colombia's soldiers. The image painted on the container by soldier, José Anacona, reflects a hope for peace in a country working to return conflict to the history books.

Aside from seeing his powerful artwork adorning the BUCHANAN'S canteen, Anacona will also receive a full scholarship for university studies, a cash prize and an array of different BUCHANAN'S products.



Some 15,000 BUCHANAN'S MASTER canteens will be available at the country's military establishments, with 40 percent of the revenue from the canteens' sales to be donated to the *Corporación Gustavo Matamoros*. Colombian President, Juan Manuel Santos, along with his military brass and top media executives also received special-edition bottles of BUCHANAN'S MASTER complete with their names engraved on the canteens.

The essence of the brand, its history and tradition were all captured in Anacona's design, which will surely be remembered for years to come.

### STRIKE A POSE: CAPTAIN MORGAN® HOSTS SOME HALLOWEEN FUN FOR A GOOD CAUSE

By Juan Pablo Molinar,  
PR Assistant, DIAGEO Mexico

In October, CAPTAIN MORGAN launched its new responsible drinking campaign, 'One Million *Capiseñales*,' inviting thousands of consumers to strike the famous Captain's pose – called the *Capiseñal* in Mexico. For each knee raised, CAPTAIN MORGAN donated one Mexican peso to diverse projects related to philanthropic causes.



The campaign's first large-scale event, the aptly named 'Morgan Fest,' took place in the Mexican city of Puebla around Halloween. Thanks to the participation of on-trade owners, the campaign raised thousands *Capiseñales*. CAPTAIN MORGAN owned the city's top Halloween party that night, organized every year by university leaders and local on-trade owners. Partying it up at a one-time jail, 5,000 young buccaneers gathered in spectacular Halloween costumes to live the CAPTAIN MORGAN experience and strike their pose for a good cause.

The *Capiseñal* ambassador, top Mexican celebrity, Facundo, made a surprise appearance and spoke to all in attendance about the importance of responsible drinking and encouraged them to upload photos of their finest *Capiseñales* onto the brand's Mexican Facebook page. Facundo then posed for hundreds of photos with consumers and interacted with everyone throughout the night.



Enriched **COMMUNITIES****BUCHANAN'S® SPECIAL RESERVE™ PAYS HOMAGE TO VENEZUELA'S ASOCIACIÓN IDEAS**

By Carolina Haiek, Brand PR Manager, DIAGEO Venezuela

Staying true to its philosophy of honoring those who leave positive and lasting legacies in their communities, BUCHANAN'S SPECIAL RESERVE hosted a toast to honor the *Asociación IDEAS* at Venezuela's exclusive *Le Club*. The event recognized the momentous results the organization has been delivering for five years now, by providing higher education for those in need. The association helps young adults with limited financial resources to complete their university studies via privately funded scholarship programs.

The event drew select business leaders and noted Venezuelan personalities, most harboring close ties to the 11 founding members of *Asociación IDEAS*. Today, all founding members continue to expand the network of collaborators seeking to open the door to education and a brighter future for talented young Venezuelans who will contribute to the country's future.

The toast gathered both existing supporters and welcomed potential new backers. A video, courtesy of BUCHANAN'S, highlighted the

organization's reach and impact with testimonials and success stories. Additionally, BUCHANAN'S Brand Ambassador, Omar Obregón, hosted a tasting for all to appreciate the soft and balanced notes of BUCHANAN'S RED SEAL™. Finally, the night came to a close with a performance by Venezuelan humorist, Laureano Marquéz, whose clever and insightful comedy routine delighted the crowd.

The evening served as another example of the BUCHANAN'S brand commitment to making groundbreaking improvements in every community in which it operates, recognizing organizations like *Asociación IDEAS* who do likewise.

Omar Obregón, hosted a tasting for all to appreciate the soft and balanced notes of BUCHANAN'S RED SEAL™

**ARTHUR GUINNESS FUND TURNS GOOD IDEAS INTO THRIVING BUSINESSES**

By Levaughn Flynn,  
Brand PR Manager,  
DIAGEO WestLAC (CCA)

The name Arthur Guinness is stronger in Jamaica today than it has ever been, thanks to an awe-inspiring Arthur Guinness Day concert that took place on Sept. 27, as well as the first installment of the Arthur Guinness Fund. Following the success of a concert in Q1 to honor the founder of GUINNESS® stout, the Jamaica GUINNESS team unveiled its inaugural 10 Arthur Guinness Fund recipients on Nov. 13 at an awards ceremony at the Terra Nova Hotel in Kingston.

The 10 social entrepreneurs, who were chosen from a pool of 29, received a total of US \$72,000 from the Arthur Guinness Fund, which will go towards sustaining the viability of their social projects.

The top three recipients were Edris Whyte, Edward Case and Wynetta Wallace, each receiving JMD \$1 million, while the other seven winners received JMD \$500,000 each. Edris runs *studyinjamaica.com*, a website providing scholarship opportunities and educational support, while Edward is a contractor who rebuilds the homes of disenfranchised persons for free. Wynetta offers cosmetology training for inner-city youths, giving them the skills needed to gain employment.

Local GUINNESS Brand Manager, Racquel Nevins, urged the recipients to make the best use of the funds in developing their

social projects, with the hope they will impact the lives of individuals in their various communities.

The Arthur Guinness Foundation received key placement in the media including an eight-minute feature on *CVM TV* during prime time.



# SMIRNOFF® NIGHTLIFE EXCHANGE CAMPAIGN WINS COVETED GOLDEN EIKON AWARD

By Carolina Martinenghi,  
Corporate & Brand PR Manager, DIAGEO WestLAC (South Cone)

In the company's first appearance at Argentina's Eikon Awards for excellence in public relations, DIAGEO won the Golden Eikon for its SMIRNOFF 'Nightlife Exchange Project' campaign in the Consumer Relationship category. The competition was fierce, with DIAGEO beating out esteemed international companies such as Coca-Cola and Procter & Gamble to take home the prize.

Throughout the SMIRNOFF 'Nightlife Exchange Project' campaign, 14 cities worldwide swapped nightlife styles with one another, giving consumers the chance to celebrate good times like their counterparts do across the globe. In Argentina, the campaign saw the brand's number of Facebook fans jump to more than 290,000, obtained 420 media placements and gave 5,500 people who attended the parties the right to say "I was there."

Launched in 1998, the Eikon Awards are the first, and only, Argentine awards honoring excellence in the communications, public relations, journalism, advertising and lobbying industries.





## Competitive OVERVIEW

### NEWS

VUEVE CLIQOUT gathered approximately 200 of Argentina's socialites and key opinion leaders to host a one-a-kind champagne, French-themed soiree that mimicked the times of Oscar Wild and Lord Byron during the XVIII century. The event was held in Algodón Mansión, considered one of the top five boutique hotels in Recoleta, Argentina.

CHIVAS REGAL opened the "Chival Terrace" at the Masai restaurant in the Dominican Republic. The terrace allows customers to not only dine but they will be able to sample CHIVAS drinks and smoke cigars.

William Grant & Sons partnered with distributor, Desa, in Chile to keep up with growing demand for premium brand spirits in the country. While their primary focus will be on gin they will also be introducing GLENFIDDICH whisky.

To celebrate the first anniversary of the Millennium Resort & Spa in Cabarete, Dominican Republic, GREY GOOSE launched the "GREY GOOSE Beach Lounge," an elegant space that will serve exclusive signature GREY GOOSE cocktails created by the GREY GOOSE Global Ambassador, Dimitri Lezinska and the Brand Ambassador for the Dominican Republic, George González.

AMARULA, in its continual effort to position the brand as a premium spirit that is both modern and versatile, opened the "AMARULA Lounge" in Sao Paulo. This pop up lounge will feature different types of beverages on its menu that display the versatility of the spirit.

BELVEDERE has begun sales in Venezuela through Venezuelan distributor, Tamayo & CIA.

MOËT & CHANDON will be the official champagne of the 2013 Oscar Academy Awards. It's the first time in history that a champagne brand has been named as the official brand for the awards ceremony and all other related events. MOËT & CHANDON hopes to reinforce its image of luxury with the partnership.

GREY GOOSE held the final of the 4th edition of GREY GOOSE Vive La Révolution, one of the largest bartending competitions in Brazil. Two winners were selected from the competition that will advance to the global stage and represent Brazil.



# Competitive OVERVIEW



## CAMPAIGNS

In culmination of their 2012 Colombian campaign that was based on the strategy of “You Provide the House, We’ll Provide the Party,” CHIVAS REGAL 12 announced a series of “Chivas Home Parties” in Cali and Cartagena.

Facundo Pieres, son of legendary polo player Gonzalo Pieres Sr. has signed with ROYAL SALUTE, after leading Ellerstina to victory (12-10) against La Dolfina at the 119th Campeonato Argentino Abierto de Polo. Partnering with the renowned Scotch whisky as Ambassador for the World Polo program globally, Facundo raised a glass at the ROYAL SALUTE stand in Palermo, shortly after Ellerstina claimed the trophy.

DEWAR’S White launched its “Descúbrete” campaign which aims to strengthen self-identification of their consumers with the DEWAR’S brand. The target market is young men between the ages of 22 and 26-years-old from the C+ social-economic class. “Descúbrete” is a comprehensive campaign that includes outdoor advertising, digital and print strategies as well as a focus on social media.

Tennis superstar, Rodger Federer, joined MOËT & CHANDON as its new global brand ambassador. Federer says that he will bring more of an international feel to the company. “It is good for Moët because I am very global,” he joked. MOËT & CHANDON selected Federer for his boldness, elegance and generosity.



Capitalizing on the global trend for entertaining at home, CHIVAS & Le Baron (the world renowned Paris nightclub) continue to celebrate their partnership through the ongoing campaign, “The Art of Hosting.” The brand held a special celebration with influencers, celebrities and key opinion leaders in Mexico City where the Le Baron club owners Paris André Saravia and Lionel Bensemoun were also in attendance.

BALLANTINE’S introduced a new campaign in Venezuela titled, “By Day, By Night.” The campaign is focused on the idea that BALLANTINE’S consumers can let go and do what they love while enjoying a BALLANTINE’S. This campaign has been promoted via magazines, billboards but mostly in social media networks because it’s the most popular channel used by the BALLANTINE’S consumer. The campaign also developed a plethora of digital tools, all of which can be found on the microsite created for the campaign. The site includes apps that let consumers mix songs and play the role of the DJ, as well as upload photos that make the contrast of their lives “By Day, By Night,” showing the essence of the campaign.



## Competitive OVERVIEW

ABSOLUT Vodka launched its new promotional campaign in Brazil titled, “Inspiring Creations.” Continuing ABSOLUT’s tradition of incorporating international musicians into their creative works, the promotional campaign features the music of Swedish House Mafia, whose tour ABSOLUT is sponsoring. As part of the campaign, ABSOLUT coordinated a series of Lincoln Continental 75 vehicles in multiple cities throughout the country that projected images of greyhounds while simultaneously projecting music by Swedish House Mafia.



MUMM hosted a “Pop Night” in Venezuela to celebrate the re-launch of its image and branding for MUMM Cuvée Reserve Extra Brut and Cuvée Reserve Brut Rosé. The refreshed, younger image seeks to encourage consumers to consider champagne as a beverage for all kinds of celebrations and not just limited to formal events.

Colin Scott, CHIVAS REGAL’S Master Blender and the custodian of the signature CHIVAS REGAL visited Venezuela to launch Chivas 18’s “Every Taste a New Experience” campaign.

Joe Cabassa, Global Brand Ambassador for Chivas, in partnership with, CasaLife magazine welcomed select VIP Casa de Campo villa owners and guests to an exclusive celebration of the launch of the Chivas 18’s “Every Taste a New Experience” campaign in the Dominican Republic.



### SPECIAL EDITIONS / NEW FLAVORS / PACKAGING

CHIVAS REGAL has teamed up with British luxury shoe designer, Tim Little, to launch a limited edition collectible tin for modern gentlemen. The limited edition - designed by Little, the owner and creative director of British luxury shoe label, Grenson - is inspired by the modern gentleman’s wardrobe staple, the handmade brogue. The bold and masculine design features a stylish deconstruction of this classic shoe.



View the  
LINK

MOËT & CHANDON partnered with Swarovski Elements to create a special-edition, personalized bottle that helped to celebrate the holiday season. The brand offered 1,000 exclusive customers in Brazil the opportunity to personalize messages with Golden Shadow Swarovski crystals via the online website created for the partnership.



AMARULA revealed their new bottle design which reflects a sleeker, more contemporary face for greater shelf impact. Presented in a taller, slimmer looking bottle in the trademark chocolate-brown color, its label is now lighter, with the branding now featured in a warmer shade of



## Competitive OVERVIEW



gold for easier legibility. The elephant and AMARULA graphics have been rendered more prominently to underscore the provenance of the famous drink that originates in sub-Saharan Africa and is made from the indigenous fruit of the marula tree much loved by elephants. The elephant neck crest has also been modified slightly for easier recognition.

The maker of JACK DANIEL'S has released a Frank Sinatra edition. The new ultra-premium spirit was aged in special "Sinatra barrels" at the brand's distillery in Tennessee and was matured for longer than the core JACK DANIEL'S bottling. The Sinatra Select is made using whiskey matured in "Sinatra barrels" - which have carved grooves on their interior to expose the spirit to more wood. The technique, used for the first time as the main component of a JACK DANIEL'S blend, results in a faster-maturing whiskey with more noticeable spicy and smoky flavors and a richer character. The result is a darker amber color than classic JACK DANIEL'S. Sinatra Select will be available at major airports worldwide.



JACK DANIEL'S distillery has announced that it will release an unaged, colorless rye whiskey. It is made with a combination of 70 percent rye - 19 percent above the legal minimum for a rye whiskey - 18 percent corn and 12 percent malted barley. The whisky will still go through JACK DANIEL'S signature charcoal mellowing process but will be white as it foregoes the process of aging in the casks, which give whiskey its signature color.



JACK DANIEL'S organized an event in Sao Paulo to celebrate the release of its limited edition bottle titled "White Rabbit Saloon." The bottle offers a different design on the traditional JACK DANIEL'S Old N°7 and honors Mr. Jack's opening of the White Rabbit Saloon formerly located in Lynchburg's town square 120 years ago.

Due to steadily increasing tequila sales in Argentina, Argentine distributor, Wine Supply, decided to introduce PATRÓN Citrónge to their product portfolio in the country and are marketing it as the first orange-flavored tequila in the market.



MOËT & CHANDON launched Moët Ice Impérial in Brazil. The new champagne is geared towards daytime consumption and is being marketed as a refreshing option for summer and as the first champagne designed to be consumed with ice.

BELVEDERE Vodka announced the second year of its partnership with (RED) and unveiled its new bottle design for the BELVEDERE product during a David Guetta concert in Curitiba, Brazil. The newly designed package features an innovative semi-transparent red bottle. Proceeds of the special edition bottle will go to the Global Fund among the world's leading financier of programs to fight HIV/AIDS in Africa.





## Competitive OVERVIEW

AMARULA partnered with Brazilian confectioner, Kopenhagen, to offer a special-edition Christmas gift package to be sold in Kopenhagen stores throughout the country during the holiday season.

GREY GOOSE launched a gift set for the holidays. The gift set includes a bottle of GREY GOOSE and either two martini glasses or two silver drink mixers.

ROYAL SALUTE launched their special limited edition 21 year old blended whisky in the Dominican Republic, released to commemorate Queen Elizabeth II's Diamond Jubilee in 2012.

### CSR

TEQUILA HERRADURA launched its "Herradura Art in Barrels 2012 Edition" venture in which 142-piece art exhibit will travel all over Mexico City honoring the 142 years since the brand's inception. The art collection encompasses work from both established and emerging artists all of which are made from tequila barrels. The exhibit will travel through Mexico City from September 26 - November 14 in hopes of promoting Mexican culture through art and tequila. At the conclusion of the exhibit's run, the art will be auctioned off and all proceeds will benefit local philanthropic organizations that benefit arts and culture.

PERNOD RICARD Venezuela hosted a certification program for students at Caracas University with a focus on responsible drinking. They worked alongside journalists and company insiders to convey a message of awareness and moderation in alcohol intake. In addition, the program was expanded to reach more than 200 young people from the nearby town of Petare, who were also taught about the importance of responsible drinking in the hopes that they could pass along the knowledge to their neighboring communities.

PERNOD RICARD organized an event in Cafayate, Argentina to create awareness about responsible alcohol consumption. PERNOD RICARD invited members of the community to participate in a dialogue with health professionals to share information, experiences and points of view on responsible consumption.

PATRON achieved Industria Limpia (Clean Industry) and Calidad Ambiental (Environmental Quality) Certification from Mexico's Federal Environmental Protection Agency, PROFEPA (Procuraduria Federal De Protection Al Ambiente).

MOËT & CHANDON participated in a charity auction benefiting the Conjunto Assistencial Nossa Senhora da Conceição Aparecida, a non-profit group that assists underprivileged children in Sao Paulo. They will be auctioning a trip to the Maison MOËT & CHANDON, in Épernay, in the Champagne region of France with exclusive tastings of special-edition champagne.



## Competitive OVERVIEW



### SPONSORSHIP

CHIVAS REGAL commissioned a study titled, “The Evolution of Friendship.” The report uses research and interviews with experts and academics alongside chats with groups of men in New York, Shanghai, London, Moscow and Mexico City to explore the dynamics of 21st century male friendship. The sponsorship of the study ties into the theme of their current promotional campaign, “Here’s to Real Friends.”

Submissions opened for the 2012 edition of the JAMESON Notodofilmfest, a film festival sponsored by JAMESON that honors Spanish-language Internet short films.



PATRON presented their PATRON Polo Team in Argentina. The team is set to participate in the Pilara International Polo Tournament. The sponsorship is part of PATRON’S effort to align the brand with cultural, sporting and social activities.

DEWAR’S, in partnership with La Carbuccia, presented the La Carbuccia DEWAR’S 13 polo team for the 2012-13 season. The presentation took place at Rosalinda in Santo Domingo. This season celebrates the 4th anniversary of the partnership between La Carbuccia and DEWAR’S.

### HOLIDAYS

On Christmas Day, GLENFIDDICH will celebrate its 125 anniversary. The brand will kick off its anniversary on Christmas Day but has events planned for the remainder of 2012 and early into 2013. The celebrations include the world’s highest whiskey tasting which will take place at the base of the Mount Everest campsite, the special launch of GLENFIDDICH Cask of Dreams and the auction of Janet Sheed Roberts, one of the rarest and most expensive Scotch malt whiskeys ever distilled, among many others.

BACARDI Limited caps off the yearlong celebration of its 150th anniversary with the creation of a commemorative time capsule to symbolize the unity, passion and pioneering spirit of BACARDI—the Company, family and iconic rum brand. The time capsule acts as a living snapshot of the Company in 2012 and also carries messages from current-day employees to BACARDI employees of 2062—50 years from now— honor the enduring BACARDI legacy when it is opened on its 200th anniversary.





## Competitive OVERVIEW

### INNOVATION

GREY GOOSE introduced the GREY GOOSE Personality Cocktail Book in Dominican Republic. The book was an effort to chronicle the life of 18 personalities in the Dominican Republic who are indicative of the GREY GOOSE lifestyle. Each personality was chosen by the brand and had an accompanying GREY GOOSE specialty cocktail that resembled the person's characteristics. Among the lucky chosen were socialites, designers, TV personalities, local celebrities and entertainers.

CHIVAS REGAL published the book, *El Código de la Amistad de CHIVAS REGAL* (CHIVAS' REGAL'S Code of Friendship) written by actor Diego Muñoz, sociologist Juan Pablo Martínez, and journalist and food critic Daniel Greve. The book also offers illustrations by the celebrated cartoonist, Alberto Montt. The content is a compilation of highlights that best describe what friendship is. For example, they will always tell you the truth, and they're the family that we choose.

FLOR DE CAÑA opened a tourist attraction for people visiting Managua, Nicaragua, that takes them inside the sugar cane fields of the rum maker. The "FLOR DE CAÑA Tour" one-hour tour will give tourist an insider's view of the brand's history and rum-making process with 6 stops along with tasting stations set-up to enjoy the rum in its different stages of distillation.

### DIGITAL/SOCIAL MEDIA

In Argentina, ABSOLUT joined forces with a local ad agency, Woonky, to introduce an innovative celebration that took place specifically on social media. On October 24, ABSOLUT celebrated Designers Day to pay tribute to the community of designers who have helped to strengthen the brand with their creativity and originality. Under this premise ABSOLUT born 24.

The campaign lived on the ABSOLUT Argentina Facebook page and on October 24, during 24 hours, 24 coveted ABSOLUT Legacy books were given away. Every hour, one lucky participant who downloaded the app and participated in the interactive challenges received the Absolut Legacy book. It was the first time the book was available to consumers.

































**ABSOLUT 24**  
*Día del diseñador*

participó en:






























[WWW.FACEBOOK.COM/ABSOLUTARGENTINA](http://www.facebook.com/absolutargentina)

# Competitive ANALYSIS

		PLACEMENTS	IMPRESSIONS	AD VALUE USD	SHARE OF VOICE
WHISKY	JOHNNIE WALKER® 	842	263,713,450	\$963,661	52%
	BUCHANAN'S® 	76	16,436,382	\$76,768	5%
	J&B® 	73	23,155,170	\$40,823	5%
	OLD PARR® 	53	14,636,792	\$94,721	3%
	CHIVAS® 	185	532,844,666	\$301,326	12%
	SOMETHING SPECIAL® 	28	7,602,000	\$18,950	2%
	BALLANTINES® 	2	1,080,000	\$11,110	<1%
	DEWAR'S® 	12	2,840,000	\$8,428	1%
	JACK DANIELS® 	327	61,893,112	\$297,659	20%
	JAMESON® 	7	3,718,828	\$5,760	<1%
RUM	CAPTAIN MORGAN® 	19	5,192,816	\$15,798	6%
	BACARDI® 	238	67,357,146	\$272,923	71%
	CACIQUE® 	41	17,475,704	\$154,702	12%
	PAMPERO® 	34	14,967,997	\$128,275	10%
	HAVANA CLUB® 	4	1,140,000	\$2,990	1%
VODKA	SMIRNOFF® 	503	124,438,364	\$479,674	70%
	ABSOLUT® 	211	48,160,238	\$106,792	30%
RESERVE	JW BLUE LABEL® 	31	11,800,608	\$258,201	5%
	BUCHANAN'S RED SEAL® 	2	300,000	\$220	<1%
	ROYAL SALUTE® 	64	5,515,796	\$5,143	10%
	CHIVAS 18® 	56	5,594,000	\$19,949	9%
	CÎROC® 	124	32,166,906	\$133,507	19%
	KETEL ONE® 	85	19,374,460	\$62,658	13%
	GREY GOOSE® 	109	29,398,180	\$87,920	17%
	DON JULIO® 	66	20,588,306	\$77,812	10%
	PATRON® 	69	20,695,932	\$57,415	11%
	ZACAPA® 	35	10,089,252	\$27,000	5%
LIQUEURS	BAILEYS® 	112	34,284,164	\$141,151	61%
	NUVO® 	6	1,265,388	\$5,215	3%
	AMARULA® 	65	220,519,204	\$89,484	36%



# Competitive ANALYSIS

		Argentina	Brazil	Chile	Colombia	Costa Rica	Jamaica	Mexico	Paraguay	Peru	Regional	Dom Rep	Trinidad & Tobago	Uruguay	Venezuela
WHISKY	JOHNNIE WALKER® 	13%	47%	3%	3%	0	0	20%	0	2%	1%	2%	1%	1%	7%
	BUCHANAN'S® 	1%	20%	0	24%	0	0	22%	0	3%	1%	5%	0	0	24%
	J&B® 	60%	21%	3%	5%	0	0	5%	0	1%	0	0	0	0	4%
	OLD PARR® 	4%	19%	0	58%	0	0	2%	0	4%	2%	0	0	0	11%
	CHIVAS® 	18%	11%	11%	11%	1%	0	14%	1%	2%	1%	11%	0	1%	18%
	SOMETHING SPECIAL® 	18%	0	0	14%	0	11%	0	0	0	4%	0	4%	0	50%
	BALLANTINES® 	100%	0	0	0	0	0	0	0	0	0	0	0	0	0
	DEWAR'S® 	0	17%	8%	0	0	0	8%	0	0	0	8%	0	0	58%
	JACK DANIELS® 	22%	19%	4%	2%	0	0	46%	1%	1%	0	2%	0	1%	4%
	JAMESON® 	71%	14%	0	0	14%	0	0	0	0	0	0	0	0	0
RUM	CAPTAIN MORGAN® 	32%	16%	5%	0	0	0	21%	0	16%	0	0	0	0	11%
	BACARDI® 	21%	30%	3%	3%	0	0	24%	0	4%	1%	3%	0	2%	10%
	CACIQUE® 	0	0	0	0	0	0	0	0	0	0	0	0	0	100%
	PAMPERO® 	0	0	0	0	0	0	0	0	0	0	0	0	0	100%
	HAVANA CLUB® 	50%	25%	25%	0	0	0	0	0	0	0	0	0	0	0
VODKA	SMIRNOFF® 	14%	52%	1%	8%	1%	2%	16%	0	1%	1%	0	0	1%	4%
	ABSOLUT® 	20%	31%	3%	4%	0	0	30%	0	1%	0	8%	0	0	2%
RESERVE	JW BLUE LABEL® 	26%	48%	3%	0	0	0	10%	0	0	0	0	0	0	13%
	BUCHANAN'S R S® 	0	50%	0	0	0	0	50%	0	0	0	0	0	0	0
	ROYAL SALUTE® 	9%	2%	0	5%	0	0	78%	0	0	0	5%	0	0	2%
	CHIVAS 18® 	2%	0	2%	2%	0	0	80%	0	0	0	2%	0	0	13%
	CÎROC® 	15%	72%	0	2%	1%	3%	2%	0	2%	0	0	1%	0	2%
	KETEL ONE® 	32%	45%	2%	0	2%	0	6%	2%	1%	0	5%	0	1%	4%
	GREY GOOSE® 	32%	27%	1%	1%	1%	0	9%	2%	3%	0	6%	1%	1%	17%
	DON JULIO® 	8%	5%	2%	9%	3%	0	64%	0	2%	2%	3%	0	0	5%
	PATRON® 	71%	0	0	1%	1%	0	13%	3%	0	0	1%	1%	1%	6%
	ZACAPA® 	20%	0	3%	6%	9%	0	11%	0	6%	6%	9%	3%	0	29%
LIQUEURS	BAILEYS® 	23%	32%	2%	7%	5%	1%	17%	0	3%	0	7%	0	0	3%
	NUVO® 	0	0	0	0	0	17%	17%	0	0	0	0	0	0	67%
	AMARULA®	18%	72%	0	0	2%	0	0	0	5%	0	0	0	0	3%

# Top PLACEMENTS

## Q2 Top Placements



**CHRISTINA HENDRICKS MAS QUE CURVAS BONITAS**  
Bacanal  
Argentina



**LORENA VÁSQUEZ, EL CORAZÓN DE ZACAPA**  
Nexos Online  
Pan-Regional



**DE VIAJES...Y DE COPAS**  
Esquire  
Pan-Regional

**ARRANQUE CARIOCA NIGHTLIFE**  
Panorama of the Americas  
Pan-Regional



**EN CASA DE WALKER**  
Esquire  
Colombia



**EL REGALO PERFECTO**  
El Universal  
Mexico



# Top PLACEMENTS

**EstiloDF** | Interés general

## Sparkling NUVO, en busca de diseñadores



Con el objetivo de motivar y reconocer el talento de jóvenes diseñadores, Sparkling Nuvo lanza la campaña en busca de los mejores talentos de México. El concurso se realizará en la ciudad de México, en la Universidad Iberoamericana.

El concurso está dirigido a los tres mejores diseñadores de México: Erick Elias, Ana Serradilla y Ana Brenda. Los alumnos de diseño de moda que participen recibirán una creación exclusiva en NUVO y la oportunidad de viajar al siguiente mes.

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SPARKLING NUVO, EN BUSCA DE DISEÑADORES  
EstiloDF  
Mexico

TOMAR WHISKY ES SEXY  
Gatopardo  
Pan-Regional

## Tomar whisky es sexy



El whisky escocés Old Parr celebra la creatividad y el reto de explorar la vida desde distintos puntos de vista a través de una plataforma en redes sociales que recurre a la fotografía como medio de expresión.

El Concurso de Fotografía Old Parr® Explora la vida desde distintos ángulos, se realizará a través de Facebook, teniendo una fase de registro entre la segunda y cuarta semana de enero de 2013. Durante la primera semana de marzo del mismo año, el jurado, integrado por Rubén Ochoa, Álvaro Núñez y representantes de Old Parr® México, dará a conocer las cuatro mejores fotografías, teniendo premios como un viaje para dos personas a Machu Picchu, Perú.

Para mayores informes respecto al Concurso de Fotografía Old Parr®, Explora la vida desde distintos ángulos, favor de consultar [www.facebook.com/oldparrmexico](http://www.facebook.com/oldparrmexico).

OLD PARR LANZA CONCURSO DE FOTOGRAFÍA  
EstiloDF  
Mexico

**GLAMOUR**

## ¿Te gustaría ser el diseñador del año?

SPARKLING NUVO emprende la búsqueda por el diseñador emergente más talentoso de México.



La industria de la moda en México ha crecido a un ritmo acelerado en los últimos años y el talento emergente cada vez más está presente en las pasarelas de nuestra país. Es por eso que SPARKLING NUVO, el primer show organizado por México, se prepara para descubrir a los mejores talentos emergentes en el siguiente mes.

El concurso está dirigido a los tres mejores diseñadores de México: Erick Elias, Ana Serradilla y Ana Brenda. Los alumnos de diseño de moda que participen recibirán una creación exclusiva en NUVO y la oportunidad de viajar al siguiente mes.

Después de tres fases de selección, el ganador será nombrado como el Diseñador del Año NUVO 2012-2013, además recibirá un viaje a la ciudad de Nueva York para asistir a la Fashion Week primavera-verano 2014 y el apoyo para impulsar su carrera como diseñador de moda.

Para más información acerca del registro de la convocatoria y las bases para participar, visita la página oficial de NUVO México en Facebook: [www.facebook.com/nuvomexico](http://www.facebook.com/nuvomexico)

¿TE GUSTARÍA SER EL DISEÑADOR DEL AÑO?  
Glamour  
Mexico

LOS NUEVOS ROSTROS DE JOHNNIE WALKER: GOLD LABEL RESERVE Y PLATINUM LABEL.  
Estilo Mexico  
Mexico

## Los nuevos rostros de Johnnie Walker.

buena cava

Gold Label Reserve y Platinum Label.



LLEGAN A LOS NUEVOS BLEND WHISKIES DE LA CASA WALKER: GRANULOS DE HERENCIA Y TRADICIÓN. IDEALES PARA OPORTUNIDADES SÓCICAS.

El whisky escocés Johnnie Walker Platinum Label es el más exclusivo de la casa. Es el resultado de un proceso de selección de los mejores destilados de la casa. Este whisky es el resultado de un proceso de selección de los mejores destilados de la casa. Este whisky es el resultado de un proceso de selección de los mejores destilados de la casa.

OLD PARR LANZA CONCURSO DE FOTOGRAFÍA  
EstiloDF  
Mexico

## 30 ACCESORIOS



WORLD - CALIFORNIA 2012 - BREVETADO

LLEGÓ CIROC GQ  
Mexico

## LLEGÓ CIROC

Este vodka premium de origen francés de la casa Diageo, se presentó al público mexicano hace unas semanas en una espaciosa casa en el barrio de las Lomas de Chapultepec, en la Ciudad de México. Personalidades como Erick Elias, Ana Serradilla, Michelle Salas y Ana Brenda, entre muchos otros, degustaron Circo, un vodka destilado de uvas: Mizuazc Blanc y Ugni Blanc, procedientes de las regiones de Gailac y Cognac, respectivamente.



# Top PLACEMENTS



**EL MIX PERFECTO**  
Deep Magazine  
Mexico



**TRAGOS DE CAMPEONATO**  
Food & Travel Mexico  
Mexico



**DIAGEO SEES LATIN AMERICA POTENTIAL**  
The IWSR Magazine  
Pan-Regional



**BUCHANAN'S® CELEBRA TIEMPO PARA COMPARTIR**  
Status  
Mexico



**CAPTAIN MORGAN LANZA CAMPAÑA POR CONSUMO RESPONSABLE**  
InfomaBTL  
Mexico



**CURVAS DEL MISTERIOSO CAMINO DEL WHISKY EN ESCOCIA**  
La Nacion  
Argentina



**NUVO FASHION DESIGN COMPETITION**  
Actitud Fem  
Mexico



**CAVA DEL DESEO**  
Esquire  
Mexico



Top PLACEMENTS



HOLANDA Y FRANCIA UNIDOS POR LA RUTA DEL VODKA  
Marie Claire  
Pan-Regional

LORENA VÁSQUEZ, EL CORAZÓN DE ZACAPA  
Nexos  
Pan-Regional



US: DIAGEO LOOKS TO UP DISTRIBUTION FOOTPRINT IN BRAZIL  
Just-Drinks  
Pan-Regional



FACUNDO VIAJA A PANAMÁ BUSCANDO LOS SECRETOS DEL CAPITÁN MORGAN  
Merca 2.0  
Mexico



OLD PARR OFRECE FIESTÓN Y PRESENTA CONCURSO  
Más por más  
Mexico



BUSCAN LOS NAVÍOS DEL PIRATA MORGAN  
Más por más  
Mexico



A MENDOZA Y A BUENOS AIRES, JUNTO A NAVARRO CORREAS  
HC Gourmet  
Paraguay



# Top PLACEMENTS



**BLAZING A TRAIL**  
Spirits Business  
*Pan-Regional*



**BUCHANAN'S UN WHISKY BUENO Y UN HOMBRE EXTRAORDINARIO**  
Ocean Drive  
*Venezuela*



**LATIN AMERICA: DIAGEO TO SEE FIVE-YEAR SALES SURGE**  
Just-Drinks  
*Pan-Regional*



**GUÍA DE REGALOS DIAGEO 2012**  
Splendid  
*Pan-Regional*



**NEGRO SOBRE NEGRO**  
Life & Style  
*Mexico*



**GLOBAL DIAGEO RESERVE WORLD CLASS 2012**  
Open  
*Mexico*



**FASTER, QUICKER, LOUDER**  
Travesías  
*Pan-Regional*



## Quantity – Quality MARKET SUMMARY

	PLACEMENTS	IMPRESSIONS	VALUE (£)
<b>MEXICO</b>	198	45,558,356	1,975,419
<b>WESTLAC NORTH</b>	807	358,228,625	545,884
<i>Costa Rica</i>	31	2,156,090	50,830
<i>Dominican Republic</i>	264	219,642,294	98,499
<i>Jamaica</i>	338	66,345,660	91,075
<i>Puerto Rico</i>	174	70,084,581	305,480
<b>ANDEAN</b>	508	380,469,583	914,212
<i>Colombia</i>	293	282,367,219	431,317
<i>Venezuela</i>	215	98,102,364	482,895
<b>PUB</b>	1441	523,579,886	8,074,302
<i>Brazil</i>	1441	523,579,886	8,074,302
<b>WESTLAC SOUTH</b>	694	1,076,733,993	753,493
<i>Argentina</i>	537	1,055,208,067	567,579
<i>Chile</i>	128	17,609,090	156,355
<i>Peru</i>	29	3,916,836	29,559
<b>PAN-REGIONAL</b>	17	50,903,149	359,327

	TOTAL PLACEMENTS	TOTAL IMPRESSIONS	TOTAL VALUE (£)
<b>Q2 TOTALS</b>	3,665	2,435,473,592	£12,622,637

# Quantity – Quality MARKET SUMMARY

	FY13 KPIs	Q1	Q2	H1
PLACEMENTS	10,000	2,986	3,665	5,651
IMPRESSIONS	4 billion	1,362,425,586	2,435,473,592	3,797,899,178
ROI	£20 million	£12,707,364	£12,622,637	£25,330,001



## Quantity – Quality MARKET SUMMARY

### Breakdown of coverage by category:

BEER/STOUT	10%
CACHAÇA	5%
DIAGEO NEWS	10%
LIQUEUR	3%
RUM	7%
SCOTCH WHISKY	35%
VODKA	16%
WINE	5%
MULTI	4%
OTHER	4%

### Breakdown of coverage by brand:

BAILEYS	4%
BUCHANAN'S	4%
CAPTAIN MORGAN	3%
CÎROC	4%
DIAGEO	8%
GUINNESS	3%
J&B	2%
JOHNNIE WALKER	33%
KETEL ONE	4%
NUVO	1%
PAMPERO	1%
RED STRIPE	7%
SMIRNOFF	12%
ZACAPA	4%
MULTI	5%
WORLD CLASS	<1%
OTHER	4%

Relevant **FACTS**

# 12,000



Limited edition Madonna bottles sold in Medellín

**9.1M**  
IMPRESSIONS  
**\$432K**  
ROI

HOUSE OF WALKER FAM

Guests dined  
**55 METERS**  
above the ground during the ZACAPA® "Dinner in the Sky" campaign in Colombia and Mexico

**1749**  
Start year for J&B's "Starting Parties" campaign

World Class TV  
launched on  
**11**  
channels in  
**55**  
countries



**You Tube**

# 2 MILLION

YouTube views for Chino y Nacho's "Sin Ti" video featuring NUVO®

**20<sup>th</sup>**  
Anniversary of Cacique in Venezuela

**1 MILLION**  
FACEBOOK FANS IN COLOMBIA FOR OLD PARR®

**12,000 FANS**  
Attended "Celebrate Live with David Guetta" for JOHNIE WALKER® RED LABEL™