

**Data-Driven Organization**

**How Pernod Ricard Has Democratized Insights With Confidence**

**Roundtable Summary**

- An outline of the unique challenges of implementing new processes and solutions at Pernod Ricard
- A description of how Jennifer and Marin have overcome these challenges
- A discussion of how they selected the 'right' research partner for the project
- An explanation of how the team rolled out a process for rapid testing at Perno
- The KPIs and metrics that Pernod Ricard's insights function used to assess whether or not the project was working
- An explanation of the conscious choices that the team used to market their rapid testing tool internally
- A discussion of how Pernod Ricard has handled those more complex strategic questions that can't be managed via Upside
- Debate around customization vs standardization when it comes to online research

**Developing a Consumer-Centric Approach to Agile Research**

At a large, global company it can be challenging to keep up with the consumer(s) you're serving. As data-driven marketing professionals, we know that the work to do this will never be 'complete'. Pernod Ricard has been on this journey, alongside the Dig Insights team, for several years now. Most importantly the Pernod Ricard team wanted to answer the question: how can they ensure their insights partners feel comfortable giving away control of running the research in order to act as strategic partners instead?

The first step for Jennifer Picard was to figure out how to accomplish 2 specific goals: create a common language for insights across their global organization, and automate the research process to get the right stakeholders consumer feedback. This feedback needed to be high quality, and they needed to be able to get it quickly.

In order to do this, Jennifer and Marin Grillon along with their teams knew that they needed to give their marketing stakeholders the confidence and ability to run their own research. They also understood that consumer insights professionals within Pernod Ricard would be far more effective if they were positioned as strategic business partners. Not only would this ensure that Consumer Insights were taken seriously as subject matter experts within the business, but it would free up their valuable time to work on more complex and comprehensive projects.

When it came to selecting the right platform for their needs, Jennifer knew she wanted to bring on a platform with the ability to be customized BUT that did have standardization features, like templating, built in. A top tip from Jennifer was to allow those stakeholders that would be using the platform to weigh in on during the selection process. Ease of use is always important, but ensuring the end users were excited about the platform itself was crucial if they wanted to see return on investment.

As we'll discuss in the roundtable discussion, the project continues to evolve and improve, but so far has been a huge success.

**Roundtable Chairs**



**Jennifer Picard**  
Head of Center of Insights for Mix Optimization, Pernod Ricard  
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**Marin Grillon**  
Global Consumer Insights Manager Pernod Ricard  
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**Paul Gaudette**  
CEO & Co-Founder Dig Insights  
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Dig Insights is a tech-enabled insight and strategy consultancy that's helps brands build better innovation through smarter insights.

Dig Insights does this by empowering their team of researchers, analysts, data scientists, and strategists with tech-enabled methodologies that put insights into the language of modern business goals.

Dig Insights has offices in Toronto, Chicago, and London, and has been working with global brands like McDonalds, Netflix, and Nestle since 2010. They're the creators of Upside, a SaaS research platform that is purpose-built for innovation.