

PIMM'S®

From the City gents in James Pimm's 1840s Oyster Bar, to the discriminating palates of the 21st century, PIMM'S® has shown itself to have both longevity and universal appeal. Through a long-standing association with outdoor summer events, the gin-based drink – flavoured with a blend of fruit and herbs – encapsulates a quintessential British charm, that has contributed to its reputation as one of the UK's most popular summer drinks; anyone for PIMM'S®?

Market

PIMM'S® currently commands a 20 per cent share of the 'speciality' drinks market and within this sector is the biggest selling brand, ahead of other leading competitors such as Malibu and Southern Comfort (Source: ACNielsen 2007). The underlying growth of the brand – 20 per cent over the last three years – is almost 10 times greater than other speciality brands; within the UK, its lead market, PIMM'S® currently sells more than 275,000 cases each year making it one of the highest selling speciality spirits. In addition to the speciality spirits market PIMM'S® also commands a strong presence in the 'occasional drinks' or 'seasonal' sector with its main competitors in this category – white wine and beer – being the two alternative drinks most strongly affiliated, by target consumers, with the outdoor summer market.

Achievements

Global recognition of PIMM'S® as the number one summer speciality spirit in the grocer's channel (Source: ACNielsen 2006) counts as a major brand achievement and serves to reinforce its lead position in the UK market. Wimbledon is just one of several notable outdoor events the brand has a significant promotional presence at and each year an average of 250,000 glasses of PIMM'S No.1 CUP® are sold at the tournament. Further to this, PIMM'S® and the 'ANYONE FOR PIMM'S®?' campaign has been recognised by Marketing Communications Consultants Association (MCCA), being awarded the most prestigious BEST



awards for 'Best and most effective long term marketing communication campaign 2003-2007'.

Product

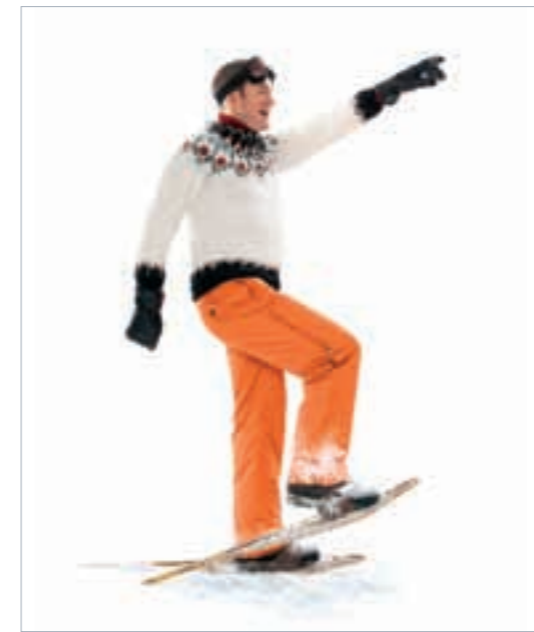
PIMM'S No.1 CUP®, a gin-based drink which dates back to 1841, is still made in strict compliance with the original recipe – the precise ingredients of which remain, even today, a closely guarded secret. The 'Classic PIMM'S®' – one part PIMM'S® to three parts quality lemonade, topped with half a slice of orange and lemon, a slice of cucumber, strawberries and a sprig of mint – has become synonymous with the 'great British

summertime', and is consumed, by the pitcher-full, at many outdoor events including The Henley Regatta and Royal Ascot.

In addition to the more traditional one litre bottles, PIMM'S No.1 CUP® (from which the pitchers are made up) also comes ready mixed with lemonade in a picnic sized 250ml can and a 'Ready to Drink' one litre bottle. These brand extensions illustrate the growing adaptability of PIMM'S® with market forces, without compromising the product itself.

Recent Developments

PIMM'S No.1 CUP® was the first in the series of what would ultimately become a range of



six cups. Created during Queen Victoria's heyday – when there were no swizzle sticks or branded glasses – sophisticated drinking vessels of the time were restricted to pint mugs or tankards, hence the aptly named 'CUP'. The third of these cups to be created (No.3) was brandy based and in 2004, after a lengthy absence on the UK market, it was relaunched as PIMM'S WINTER®. The idea behind the UK centric relaunch was to offer a warming winter alternative to the popular summer-centric PIMM'S No.1 CUP®. PIMM'S WINTER®, a brandy based liquor, is marketed with distinctive orange packaging (to denote a warming glow) instead of the familiar PIMM'S No.1 CUP® red. When it comes to mixing PIMM'S WINTER® the recommended mixer is warm apple juice, not lemonade. However, in line with the PIMM'S® brand, PIMM'S WINTER® should still be served, ideally, with fruit on top.

Promotion

The high profile 'ANYONE FOR PIMM'S®?' campaign, featuring British comedian Alexander Armstrong as the jocular, outdoorsy 'Harry' (complete with either a barbie and PIMM'S® or picnic hamper and PIMM'S®) has been running for the past five years. The main focus of the campaign is to democratise the brand; opening it up to a wider audience to demonstrate that

PIMM'S® is not – as has been thought in the past – elitist, but a drink that everybody can enjoy. Deformalising PIMM'S® in this way has increased the brand relevance outside the traditionally accepted PIMM'S® drinking occasions. In keeping with this spirit, the campaign appears through a wide range of mediums including television, the national press, radio and digital upload which serves to increase accessibility and brand awareness.

Over the past two years PIMM'S® has run an experiential campaign involving two traditional Routemaster buses. The customised buses – which travel between various festivals throughout the summer months – come complete with quirky extras

such as chrome alloys, grilles and an electric roof that, when pulled back, exposes a top floor decked out like a Gentleman's Club. Epitomising the PIMM'S® brand essence – British with a twist – the buses aim to simultaneously tap into the sociability of the product through the natural optimism associated with summer.

PIMM'S® has one of the UK's largest alcohol sampling campaigns; sampling more consumers than any other alcohol brand. High profile visibility at major outdoor events serves to raise consumer awareness of the brand even further – especially early in the summer season.



Brand Values

The essence of PIMM'S® is that perfect summer feeling: the sun on your face, sharing time with friends and spending as much time as possible outdoors. Its personality is young and optimistic with a view that life is made for celebrating and every day should be marked as an occasion. Throughout a long and colourful history, PIMM'S® has remained true to its British heritage while still creating a contemporary freshness that has expanded its modern day appeal and increased the brand awareness. Its target audience now covers a wide range of ages and backgrounds, not a definitive 'type' or social class.

www.anyoneforpimms.com

Things you didn't know about PIMM'S®

PIMM'S No.1 CUP® was created to improve the bitter taste of gin (popular amongst 19th century drinkers) by adding a selection of carefully chosen herbs and spices.

PIMM'S No.1 CUP® is still made to its original recipe, a closely guarded secret known only to six people called 'The Secret Six'.

The significance of fruit in PIMM'S® is historical. It was originally drunk by the upper classes at a time when fresh fruit was a luxury; to put it in an alcoholic drink was the ultimate sign of opulence.

Around 15,000 ready mixed PIMM'S® and lemonade convenience cans are sold every day throughout the summer in the UK.

PIMM'S No.1 CUP® was originally delivered by bicycle around London, this delivery method is to be re-instated from 2007 – to help aid sample distribution.



1823

PIMM'S® Spirit Drink is created by James Pimm as an accompaniment to oysters, a favoured dish amongst City gents of the time.

1841

James Pimm invents a unique blend of gin, liquors and fruit and names it PIMM'S No.1 CUP® – the first in what will become a series of six cups.

1887

MP and Lord Mayor of London Sir Horatio Davies, becomes the new owner of PIMM'S®, expanding the original 'Oyster Bar' concept to five PIMM'S® Spirit Drink restaurants.

1913

PIMM'S® Spirit Drink becomes a registered trademark.

1937/38

The first major advertising campaign for the brand runs, playing on the theme 'I could do with a PIMM'S No.1®'.

1991

The first PIMM'S No.1 CUP® Spirit Drink can is marketed in 33cl cans – later reduced in size to a more manageable 25cl and sold ready mixed with lemonade.

2001

The 'ANYONE FOR PIMM'S®?' campaign launches, introducing the cheerful character of Harry, played by British comedian, Alexander Armstrong.

2004

PIMM'S WINTER® is launched in the UK. Based on the previous No.3 cup it has a brandy liquor base.

2007

PIMM'S® receives the BEST award for its long term marketing communications, from the Marketing Communications Consultants Association.