

PRESS RELEASE
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Beefeater unleashes The Spirit of London in a digital-first global campaign

The London gin's third generation of the campaign focuses on the emotive clink of a G&T, utilising digital media including an AI creator to roll out globally following Brazil Carnival launch.



THE
SPIRIT ^{OF}
LONDON
SINCE 1820
James Watson



Beefeater, the world's most awarded gin¹ is reigniting 'The Spirit of London' global campaign in 2025, building on the success of its previous rollouts in 2020 and 2022.^{*} This latest iteration sees the iconic brand tapping into AI Creators, artists and digital platforms, creating an expansive campaign with digital media at the heart. The brainchild of Gen Z director Camille Boumans and created by McCann London, the campaign film implores viewers to satisfy their thirst for the effervescence of life, inspired by the brand's vivacious home city of London and the notorious clink of a Beefeater gin & tonic cheers.

Embracing London's timeless energy, the campaign will roll out globally from March 2025, following a Brazil launch that saw the brand work with influencer Sabrina Sato, team up with Vogue for their annual ball and a vibrant parade appearance to mark Carnival's closing day. Beefeater's most ambitious and immersive campaign yet, The Spirit of London will see activations such as city murals, Milan tram takeovers and AI creator partnerships in the immediate months – with more to come across the year.

The only international London dry gin still made in England's capital since 1820, Beefeater's global campaign comes as it defies trends and continues to be confident about the future of gin.

The campaign is inspired by London's vivid juxtaposition where centuries-old traditions blend with the vibrancy of modern culture, mirroring Beefeater's own core of heritage and modernity. 'The Spirit of London' seamlessly blends the city's everchanging spectrum of contrasts and collisions to create an energised urban playground of creativity and social connection.

The campaign will roll out across multiple digital formats – from eye-catching films and social media content to audio-visual spectacles and an engaging digital hub. This 360-approach taps into the 'experience economy' and will target key markets Spain, Italy and Argentina, among others, and is aimed at 'urban explorers' – city professionals who crave the spontaneity, curiosity and excitement of urban life, wherever they live in the world.

At the heart of the campaign's creative is the iconic 'clink' of glasses filled with Beefeater gin and tonic on ice, the instantly emotive sound of community and shared connection. It's the soundtrack of the city, echoing through secret speakeasies, neon-lit rooftop bars and bustling street markets. Each 'clink' unleashes a burst of London's effervescent spirit, sparking unexpected connections and unforgettable moments from dusk till dawn.

Murielle Dessenis, Vice President Marketing Global Gins, The Absolut Group, says:

"The Spirit of London celebrates the culture of clash that lives and breathes in the heart of the city. It immerses you in the effervescent energy sparked by these contrasts of city life. The third iteration of the campaign focuses on that iconic clink of a glass of Beefeater gin & tonic that sparks instant connection and emotes the spirit of community, which rings out across cities across the year. No matter where you are in the world, Beefeater will be bringing the essence of urban exploration to life."

Richard Le Moul, Chief Marketing Officer Latin America at Pernod Ricard, says: *"We were thrilled to successfully bring the third wave of Beefeater's 'The Spirit of London' campaign to Brazil, a country that vibrates with its own unique energy and passion. This campaign celebrates the synergy of heritage and modernity, which mirrors the rich contrasts found in both London and*

Brazil. By connecting with urban explorers who seek authentic, shareable moments, we continue to position Beefeater as the gin of choice for those who embrace creativity, spontaneity, and the vibrant spirit of urban life. Together, let's toast to the boundless possibilities of discovery and connection!"

For additional information, please contact: theabsolutgroup@mcsaatchi.com

'The Spirit of London' hero assets can be found [here](#), and campaign landing page [here](#).

Since its inception in 2020, 'The Spirit of London' has consistently pushed boundaries in celebrating urban culture:

- **First Wave (2020):** Introduced the "culture of clash" concept, using split-screen visuals to showcase London's vibrant contrasts. The campaign ran across 25 markets, combining TV, cinema, OOH, digital, and social media to reach Young Urbanites.
- **Second Wave (2022):** Built on the initial success by incorporating more culturally relevant references to city life. This iteration expanded the campaign's reach and resonance, particularly in markets like Brazil, Argentina, Greece, and South Africa.
- **Third Wave (2025):** Elevating the urban experience with the introduction of the 'clink' concept, immersive digital platforms, and seasonal assets. This evolution aims to deepen the connection between Beefeater and the pulsating energy of city life worldwide.

Notes to Editors

¹ IWSR 2022 – Category sizing PRMV 2022

* The Evolution of 'The Spirit of London'

About Beefeater

Beefeater London Dry Gin is the world's most awarded gin, distilled in the heart of London. Created by James Burrough in the 19th century, the iconic Beefeater recipe has remained virtually unchanged and today it is guarded by Beefeater's Master Distiller Emeritus, Desmond Payne, the most experienced gin distiller in the world. Beloved by international bartenders for its consistently outstanding quality and classic London dry taste, the Beefeater range consists of Beefeater Dry with its iconic crisp, clean, well-balanced flavour, Beefeater Crown Jewel, the pinnacle of Beefeater's portfolio; Beefeater 24, a super-premium gin infused with Japanese and Chinese teas to create a distinctive, complex gin to suit contemporary cocktail culture and the brand's successful flavours, Beefeater Pink Strawberry and Beefeater Blood Orange.

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 12,137 million in fiscal year FY23. Pernod Ricard is listed on

Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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