

Internship Report

Institution: Pernod Ricard

City: Paris

Internship title: Market Activation Manager for the Cognac brand Martell.

Starting the internship in January 2021, I did not know what to expect from this French firm. As an Austrian, Pernod Ricard was unknown to me – contrary to all other French people for whom the firm is an institution when it comes to alcohol and tradition.

The first week in the position was reserved to offer all incoming intern introductions into the different business fields. Afterwards, it did not take a long time that the team really counted on me and that I was a real member of my department. I had my own responsibilities, markets and tasks which were always very interesting and appealing.

Throughout, I can say that I never learned that much about global business than during this internship. My job included the following tasks:

- Building and pushing the brand in USA, LATAM, South-east Asia, Middle East, Africa and Australia.
- Co-developing long-term marketing strategies and annual local brand plans with affiliates.
- Supporting the implementation of strategic global initiatives (incl. localisation of global media campaigns and launch of innovations)
- Identifying regional opportunities and recommend strategic luxury plans to drive long-term growth.

When it comes to the social aspect, it is worth mentioning that Pernod Ricard hires several interns every 6 months. Therefore, I was always in a group with other trainees and daily work life was a lot of fun.

However, living in Paris is a challenge since the rent is incredible high and the city might seem unsafe compared to other Austrian cities. Although it was sometimes not easy, I can only recommend everyone to spend at least 6 months in this beautiful capital city.

For me, taking this opportunity with the help of JKU was the best decision of my life. I can proudly say that this internship resulted in a full-time contract at another entity of the enterprise.