Pernod Ricard's travel retail unit partners with Jessica's Secret

Pernod Ricard Global Travel Retail will deliver brand news and promotions on the Jessica's Secret duty free price comparison app

Pernod Ricard Global Travel Retail has announced a first-of-its-kind partnership with Jessica's Secret, the duty free price comparison app.

The collaboration will see Pernod Ricard amplify its global travel retail product listings across the app direct to Chinese travelers.

As part of the year-long partnership, which goes live on May 6, Pernod Ricard Global Travel Retail has unveiled a revamped wine and spirits section with product and price information.

It will also include a dedicated section for travel retail promotions; and a calendar of media partnerships to deliver brand news and promotions via homepage takeovers, voucher ads and push notifications.

Offers via Alipay International allow more consumers to benefit from the partnership.

In addition, a pre-order service will be launched on Jessica's Secret for Chinese travelers.

The partnership will provide a one-stop travel retail e-commerce shop, from price comparison, ordering and paying online to airport pick-up.

Janice Chan, Digital Manager Asia Pacific, Pernod Ricard Global Travel Retail, said: "We are always

looking at ways to explore innovative technologies that enhance consumer journeys, which is why we are delighted to be partnering with Jessica's Secret. The partnership will enable us not only to leverage the reach of the app, but also to connect with Chinese travelers in a meaningful way by tapping into an existing consumer behavior and offering them content and offers to match."

Mirko Wang, CEO Jessica's Secret, said: "This is a very exciting time for Jessica's Secret as we continue to build our offering, which is why are we are delighted to be partnering with Pernod Ricard Global Travel Retail. We firmly believe that the strength of its product portfolio will add great value to all Chinese travelers using Jessica's Secret."