



SMART &
CONNECTED

HENNESSY XO
XMAS 2017
JANUARY 2018



18+
ADULTS ONLY

**GUARANTEED
AUDIENCE**



88%
CONSUME
ALCOHOL

**Hennessy
X.O**

76%
AWARE



38% **Hennessy
X.O**
RECALL ADS

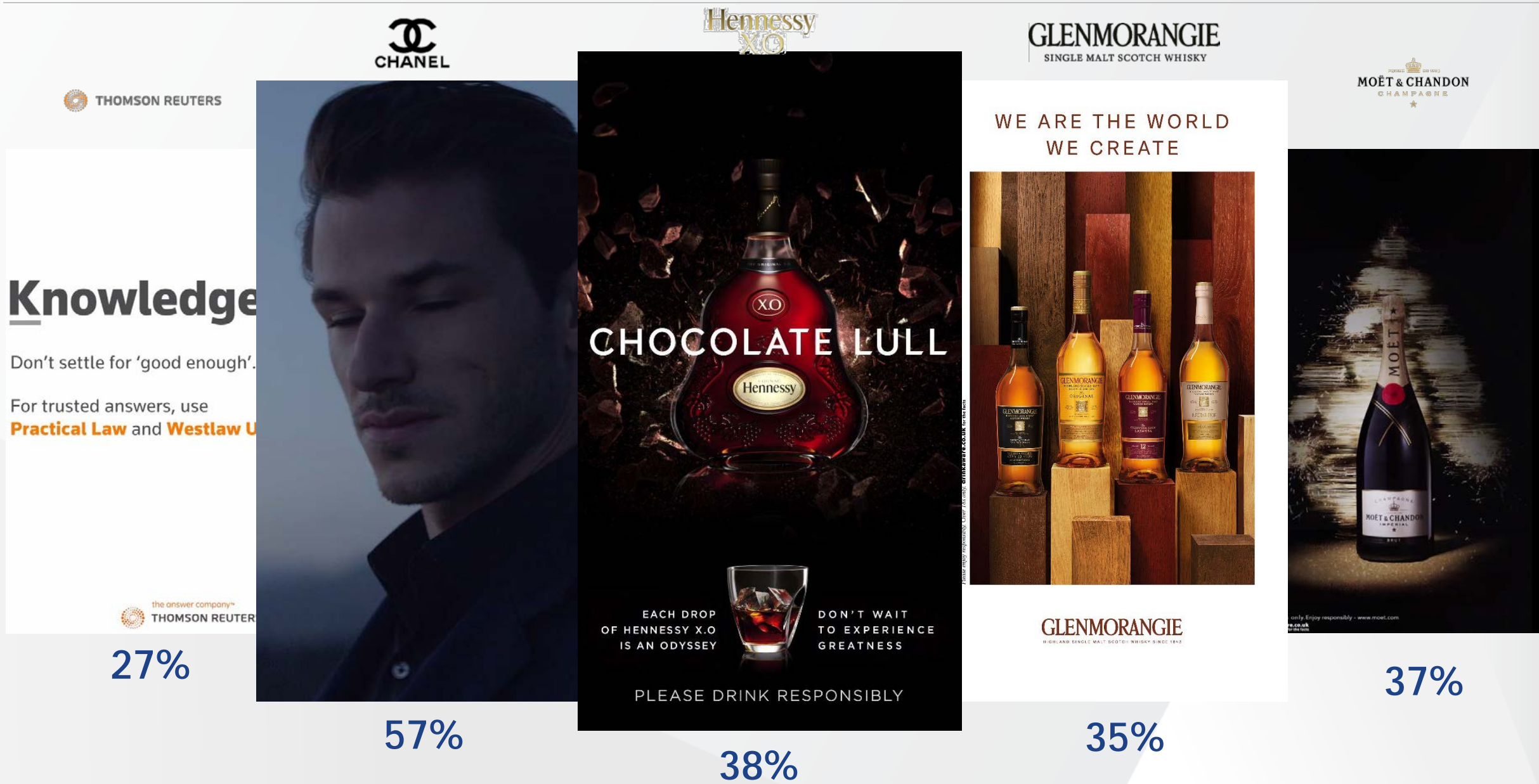
**POPULAR FOR
GIFT GIVING**



SMART ADS

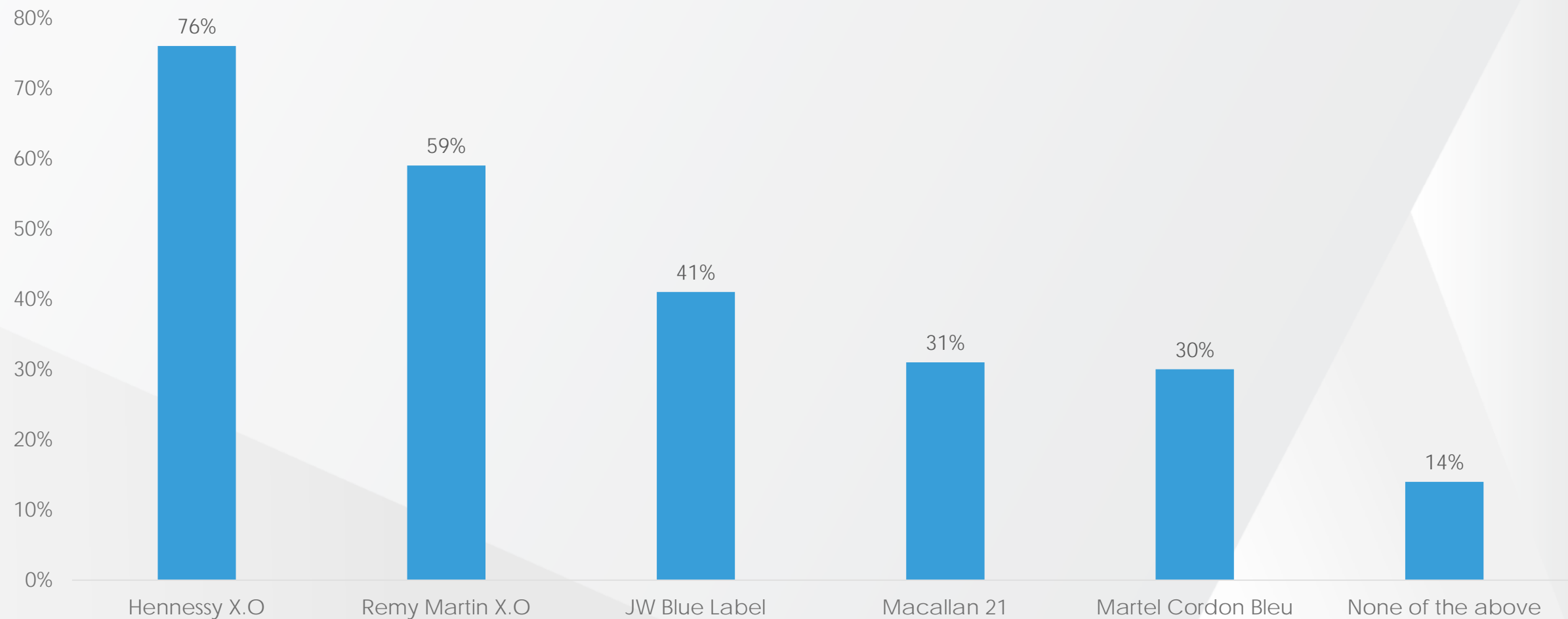
**MAKE YOUR
MEDIA
WORK SMARTER**

ADVERTISING RECALL – ALL ECN BRANDS



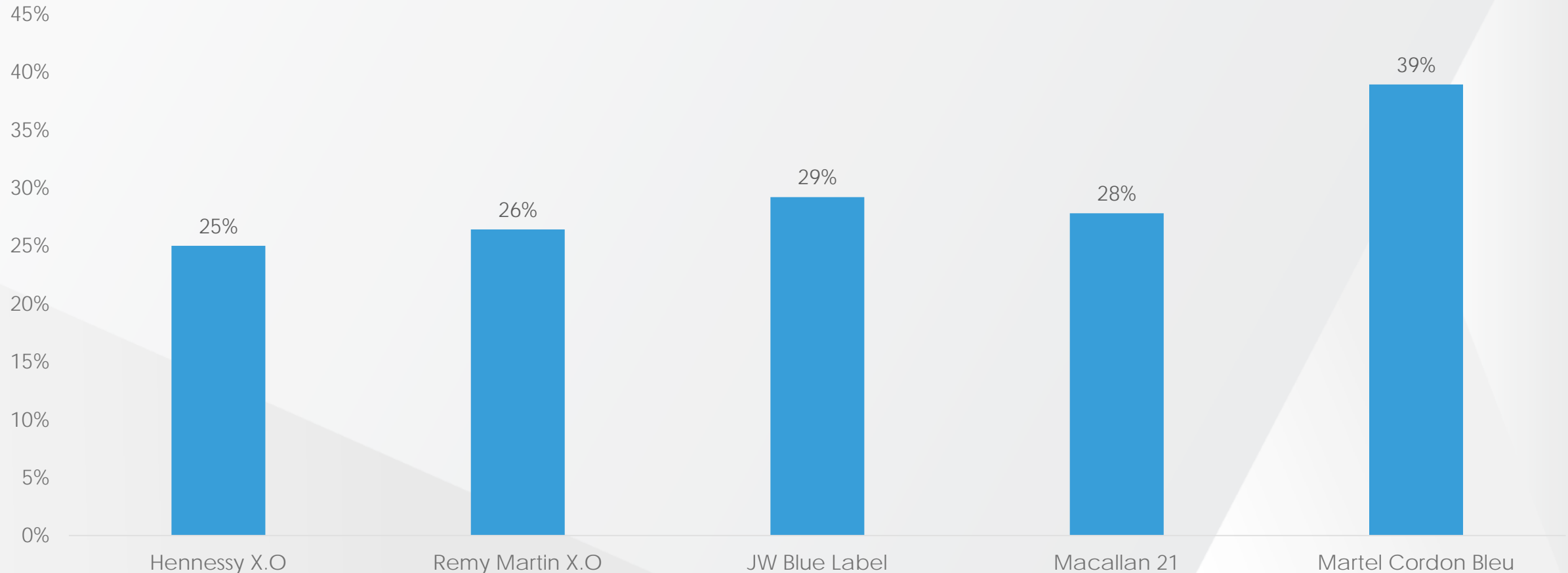
HENNESSY X.O THE LEADING BRAND AMONG THE WORKPLACE AUDIENCE

Q: Which of the following brands are you aware of?



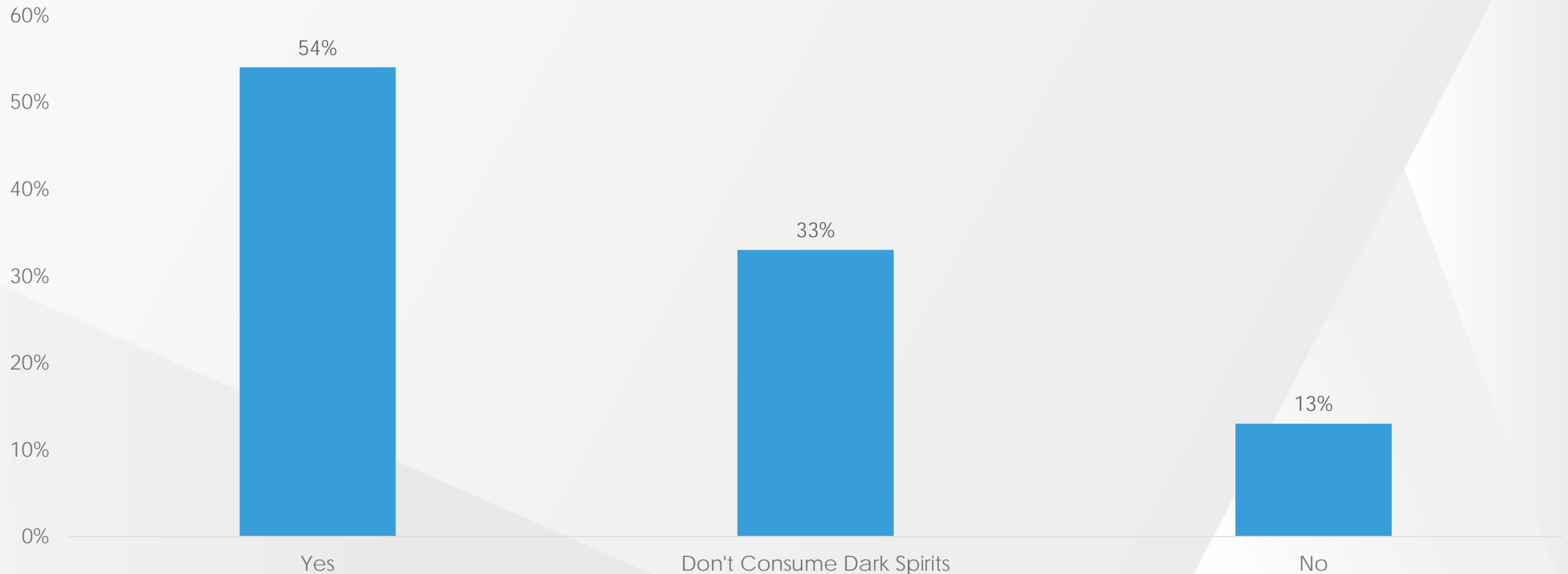
3 IN 4 WORKPLACE AUDIENCE ALREADY AWARE OF HENNESSY X.O

Q: Please indicate if you have only recently become aware of the brands below?:



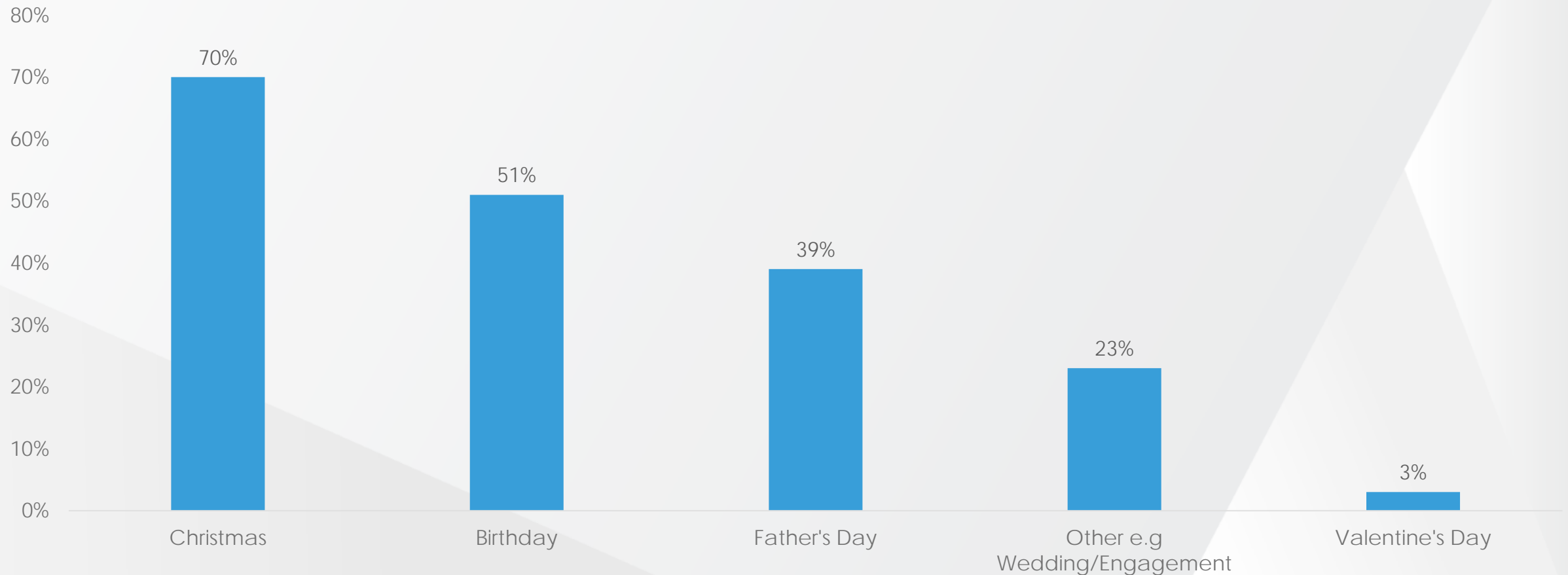
HENNESSEY X.O A POPULAR CHOICE WITH THE WORKPLACE AUDIENCE

Q: Would you consider Hennessy X.O next time you are choosing a dark spirit for yourself?



HENNESSY X.O SEEN AS A GIFT GIVING OPPORTUNITY

Q: Would you consider Hennessy X.O as a gift for someone else during any of the following occasions?





MAKE YOUR MEDIA WORK SMARTER WITH ECN



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