



GREY GOOSE® INSPIRES YOU TO PURSUE THE EXTRAORDINARY WITH LAUNCH OF NEW ABOVE THE LINE CAMPAIGN

Hamilton, Bermuda, May 9, 2016: GREY GOOSE®, the world's leading super-premium vodka, will today launch the next chapter of its 'Fly Beyond' platform with a new campaign. The brand is making a significant, global investment through-the-line to drive category growth this summer.

Directed by Steve Ayson, the TV spot features a group of friends who are actively in pursuit of the extraordinary. They discover a dirigible and by capturing different elements along their journey, manage to create a unique experience: a movie night in the sky. The Goose itself becomes the ultimate luxury icon, imbuing it with more meaning and turning it into a symbol that when seen, sparks curiosity and desire. The friends see the Goose once again and desire for the next adventure begins. Like migratory birds, there is no distance the GREY GOOSE consumer won't travel to experience the very best life has to offer. The spot takes on a filmic quality thanks to Oscar nominated director of photography Robert Elswit.

In addition to print and out-of-home which will feature this summer's GREY GOOSE signature cocktail Le Grand Fizz, the film will be accompanied by digital and social elements allowing consumers to interact and engage with the brand and share their own extraordinary experiences. This is the first campaign for GREY GOOSE from global agency partners BBDO and OMD.

"The campaign is a beautiful representation of both our brand story and our consumer," explained Tom Swift, Global Vice President, GREY GOOSE. "Nearly 20 years ago, GREY GOOSE creator and Master Blender François Thibault, challenged convention to produce a vodka of exceptional quality from only the finest soft, winter wheat from Picardie, France. This pursuit and ambition is also reflected in our consumer's desire to enjoy the best life has to offer."

David Lubars, Chief Creative Officer, BBDO Worldwide added, "Fly Beyond is a timeless platform. Our job was to make it relevant for what's happening today. In the end, you want people looking at every part of the campaign thinking 'I want to be part of that'."

To elevate summer even further, last month Grey Goose announced a global, consumer experiential campaign entitled GREY GOOSE Boulangerie Bleue that will launch in New York in June and transport consumers to the French Riviera via a secret entrance through a traditional French bakery. Appearing in more than 20 cities and summer hot spots around the world, GREY GOOSE Boulangerie Bleue will give visitors the opportunity to enjoy an extraordinary summer experience that includes some of the finest French food, drink and music. Open from day 'til night as the ultimate French Riviera club, GREY GOOSE will be partnering with leading chefs to offer specially curated brunch, lunch and dinner summer drinking and dining moments to showcase GREY GOOSE as the perfect accompaniment to every summer occasion.

The TV campaign launches in North America tonight at 10pm on NBC's Blindspot with a debut of the :60 version. Thereafter, :30 and :60 versions will be seen online as well as in NBA playoffs and other prime time programs such as the finale of Quantico, Saturday Night Live (finale) and the Billboard Music Awards. A masthead takeover is also scheduled for YouTube on May 12 and the film will be posted online at Hollywood Reporter.com, ESPN.com, Hulu.com and NBCU.com.

GREYGOOSE.COM #FLYBEYOND @GREY GOOSE



About GREY GOOSE® Vodka:

Every aspect of the creation of GREY GOOSE is focused on crafting vodka of unmatched quality. The creation of GREY GOOSE begins with the very best ingredients from France – soft winter wheat from the Picardie region, le grenier à blé (the breadbasket of France) and spring water from Gensac-La-Pallue, in the Cognac Arrondissement (region), which is naturally filtered through limestone. A unique distillation process brings out the naturally superior characteristics of these ingredients. From field-to-bottle, the expertise of the GREY GOOSE Master Blender, François Thibault, ensures an unparalleled smoothness and exceptional taste to the connoisseur palate. The GREY GOOSE portfolio is comprised of GREY GOOSE vodka, GREY GOOSE La Poire, GREY GOOSE L'Orange, GREY GOOSE Le Citron, GREY GOOSE Cherry Noir, and GREY GOOSE Le Melon flavored vodkas, and GREY GOOSE VX spirit drink. www.GREYGOOSE.com

The GREY GOOSE® vodka brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

GREY GOOSE® Vodka, Flavored Vodkas and Spirit Drink

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