



**Asia-Pacific
Economic Cooperation**

2014/SOM3/CTI/WKSP/002

No Choice

Submitted by: Pernod Ricard




**APEC Advertising Standards Forum and
Mentoring Workshop
Beijing, China
8-9 August 2014**


Pernod Ricard Asia

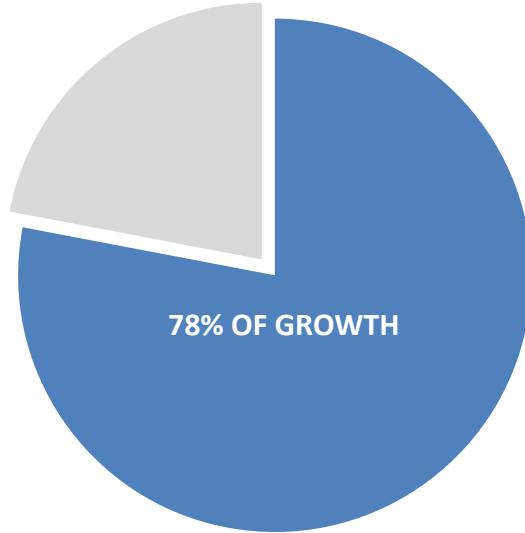
NO CHOICE
Adam Gagen, Public Affairs Manager



WHAT ARE WE TALKING ABOUT?  **Pernod Ricard Asia**

Ad vertere

WHY ARE WE TALKING ABOUT IT?



CHOICES, CHOICES



INFORMED CHOICES: THE NEED TO KNOW



2,712,239,573

INFORMED CHOICES: THE NEED TO KNOW

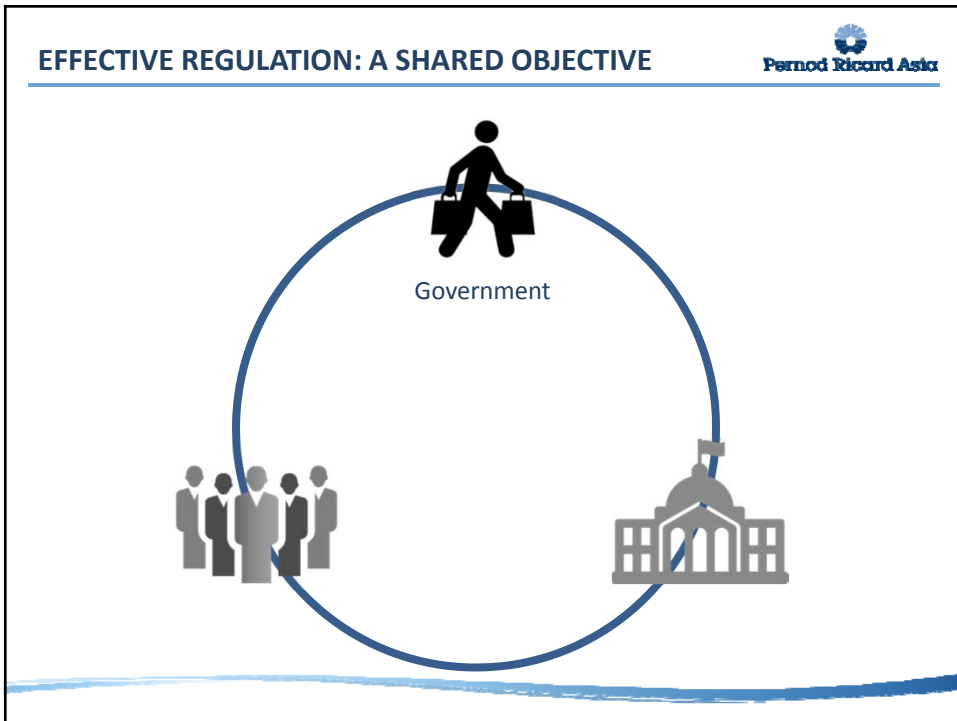
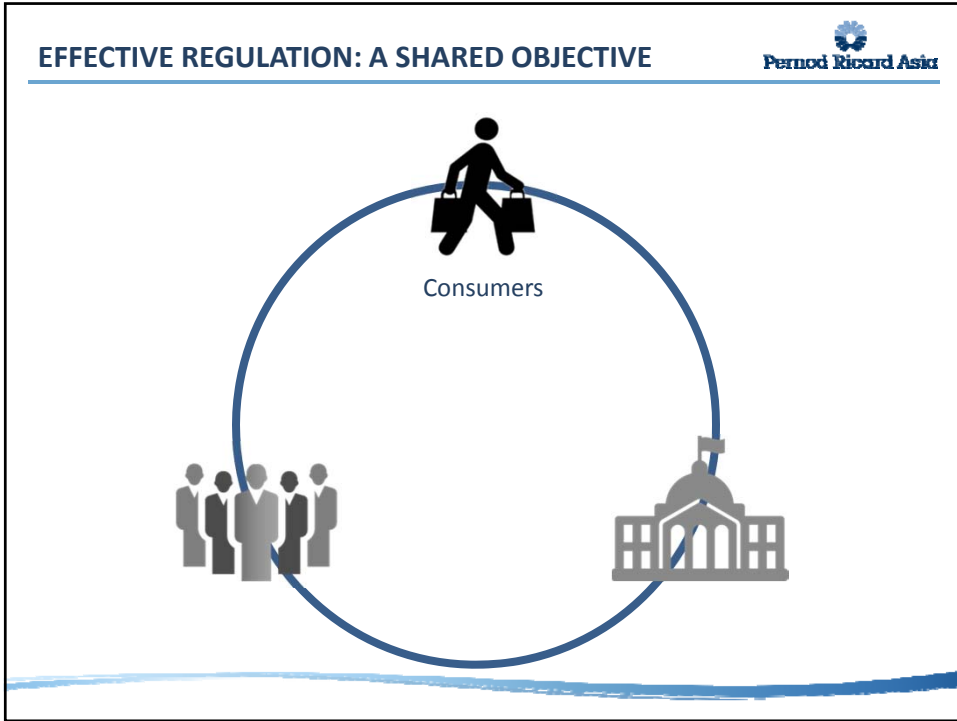


INFORMED CHOICES: INFORMATION OR MANIPULATION?




EFFECTIVE REGULATION: TRUTH

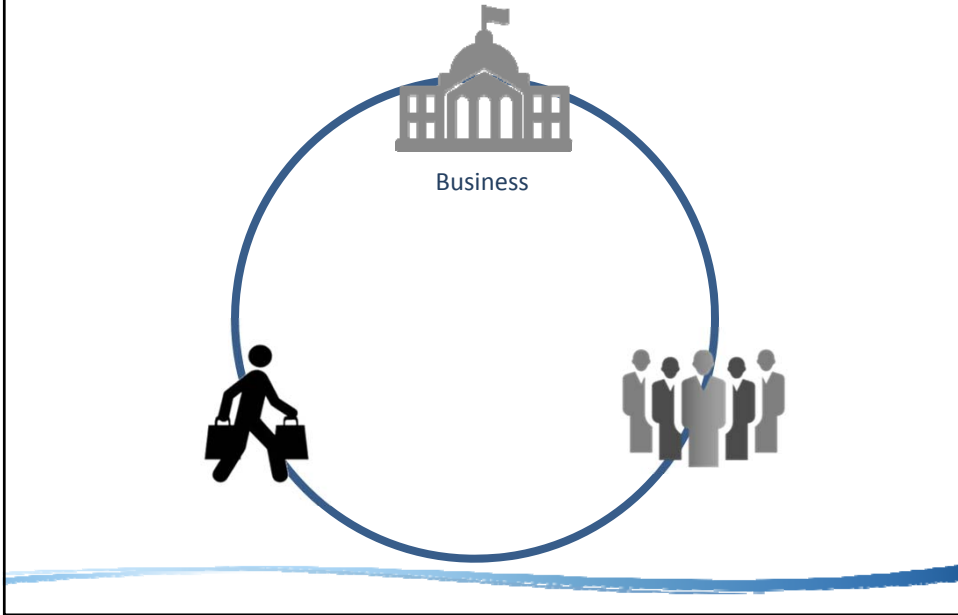
Truthful Advertising
=
Credible Advertising
=
Successful Advertising




EFFECTIVE REGULATION: A SHARED OBJECTIVE



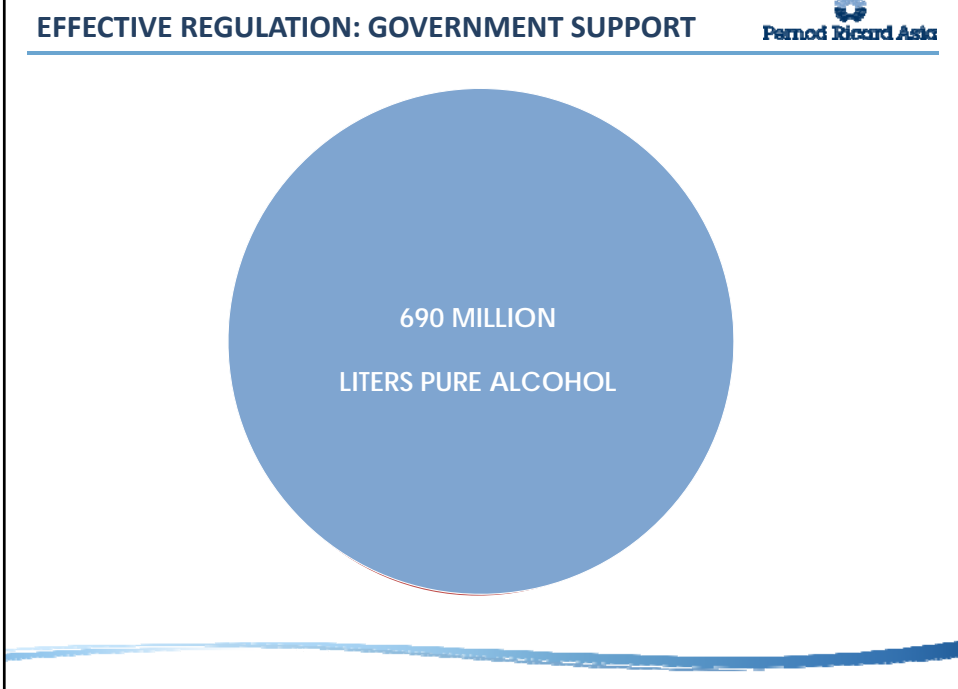
Business

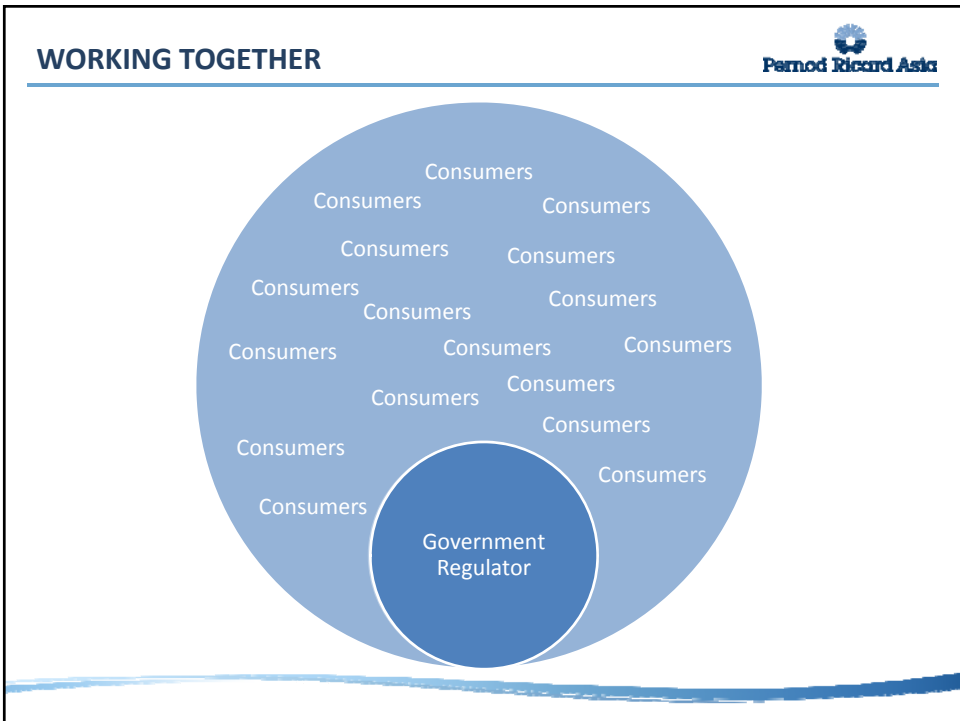
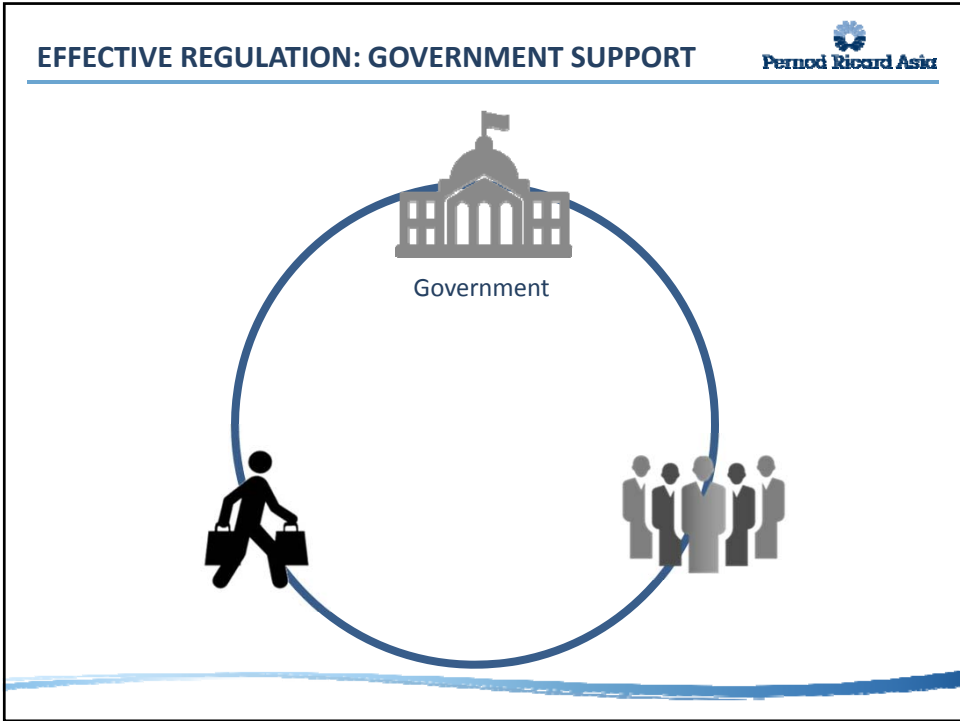


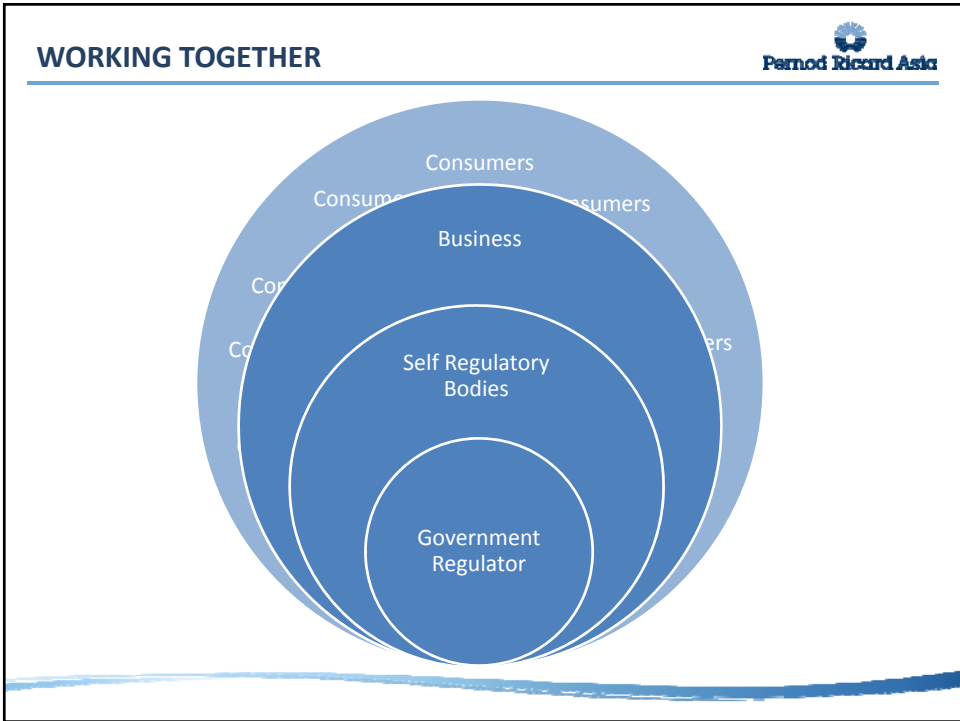
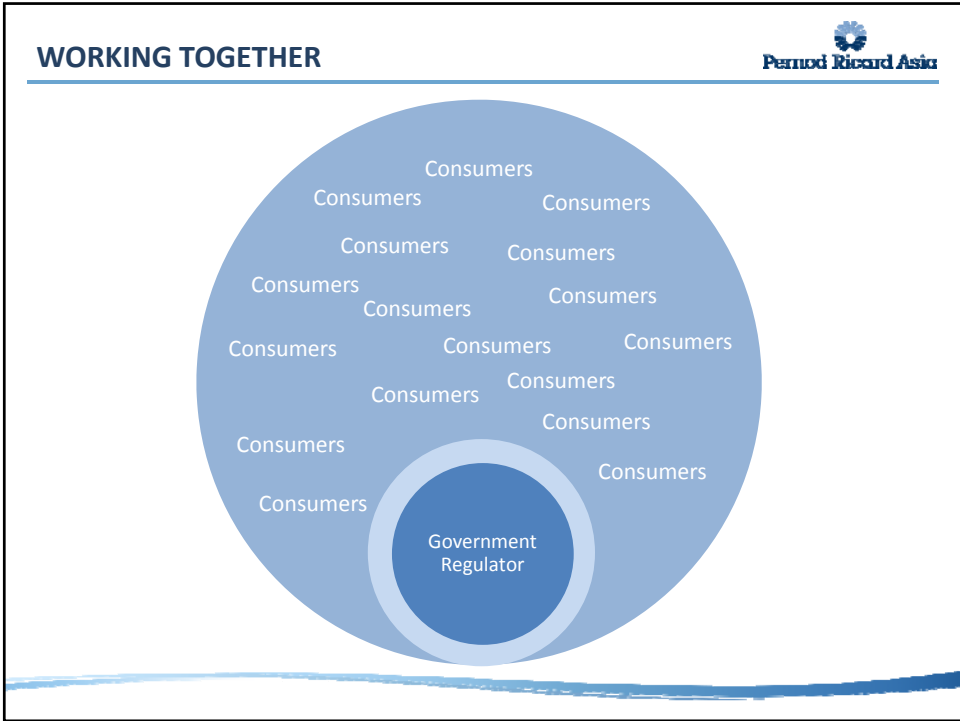
EFFECTIVE REGULATION: GOVERNMENT SUPPORT



690 MILLION
LITERS PURE ALCOHOL









Pernod Ricard Asia

THANK YOU

