

INTERNET

## Moët places rosé at center of party to show lifestyle

July 16, 2014



*Moët Nectar Impérial Rosé*

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By STAFF REPORTS

French Champagne maker Moët & Chandon is showing how it fits into a variety of festivities with a new social video.

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“The Elevator” takes a partygoer on a tour of parties on multiple floors of a building, where Moët Nectar Impérial Rosé is served. This video helps to reinforce the celebratory brand image Moët & Chandon has built.

### Party time

In the beginning of the video, the scene is set, with the camera panning up to reveal an old building encased by a gate.

The video cuts to elevator doors, which open to show the operator, who welcomes a man inside. As the man turns, the viewer sees he is holding a bottle of Champagne.



*Video still from "The Elevator"*

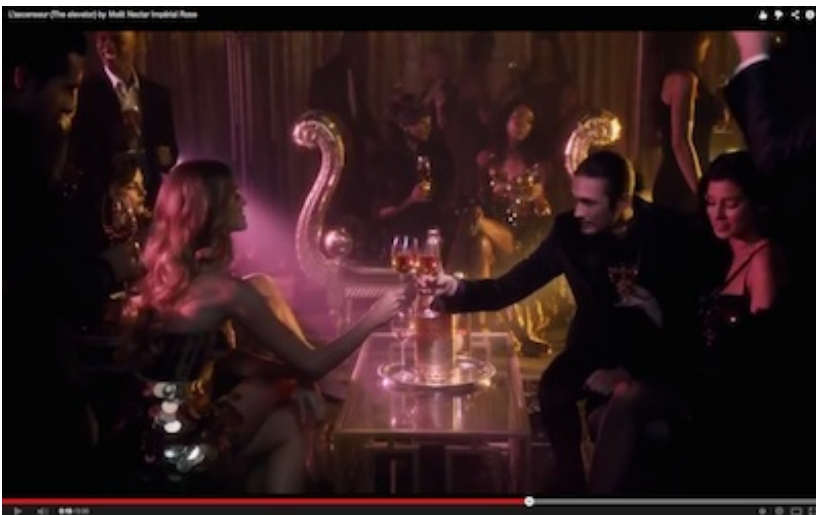
Furthering the brand placement, the elevator button is a star, the Moët logo.

The camera angle switches to a point of view shot of the elevator doors opening on a casino-style soiree. Guests crowd around a table drinking pink Champagne as a man throws dice.



*Video still from "The Elevator"*

A couple of the partiers get into the elevator and go to another floor, where rosé is being poured into guests' glasses by waiters.



### *Video still from "The Elevator"*

At yet another level is a more impressive party. Before the scene is shown, the words “To stepping it up” appear on screen.

In the corner, a pyramid of Champagne glasses is being filled, with the wine cascading down. Confetti falls from the ceiling as revelers dance.

At the end of the video, the tagline “Success is a matter of style” is displayed, followed by the branded hashtag #MoëtNectarRose. These provide both a social and purchasing call-to-action.

Moët & Chandon’s video was distributed on its social media accounts.

Embedded Video: [//www.youtube.com/embed/-5QsdiNKFMo](https://www.youtube.com/embed/-5QsdiNKFMo)

### *L'ascenseur (The elevator) by Moët Nectar Impérial Rose*

The Champagne brand strove to position itself as the drink of choice for celebrations with a global photography contest through Nov. 9 that spanned Instagram, Tumblr and Twitter.

The #MoëtMoment campaign called for fans to submit photos of any celebration and each week a participant won a golden magnum bottle of Moët Impérial ([see story](#)).

Since the original contest, Moët & Chandon has reinvented the call for various holidays, including New Year's Eve, further fusing the brand with parties in consumers' minds.

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