

MOBILE

Moët & Chandon introduces game to spark consumer interaction

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Moët & Chandon game

By NANCY BUCKLEY

LVMH-owned Champagne maker Moët & Chandon is challenging consumers to play a matching game on summer break.

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Luxury Daily

The "Summer Break" game asks players to match pears, melons, stars, crowns, letters M and C and the ampersand sign. The playful interaction this game creates between consumers and the brand drives awareness to the summer tastes of Moët Impérial and will likely create repeat interaction with consumers and gaming enthusiasts.

"It's understandable that Moët is seeking to tie Champagne to summer - many only drink it around the holiday," said [Jeff Hasen](#) a mobile marketing strategist from Seattle. "But it loses me almost immediately.

"The microsite is hardly intuitive and lacks a 'high end' feel that you would expect from a brand like this," he said.

Mr. Hasen is not affiliated with Moët & Chandon, but agreed to comment as an industry expert.

Moët & Chandon was unable to comment by press deadline.

Match maker

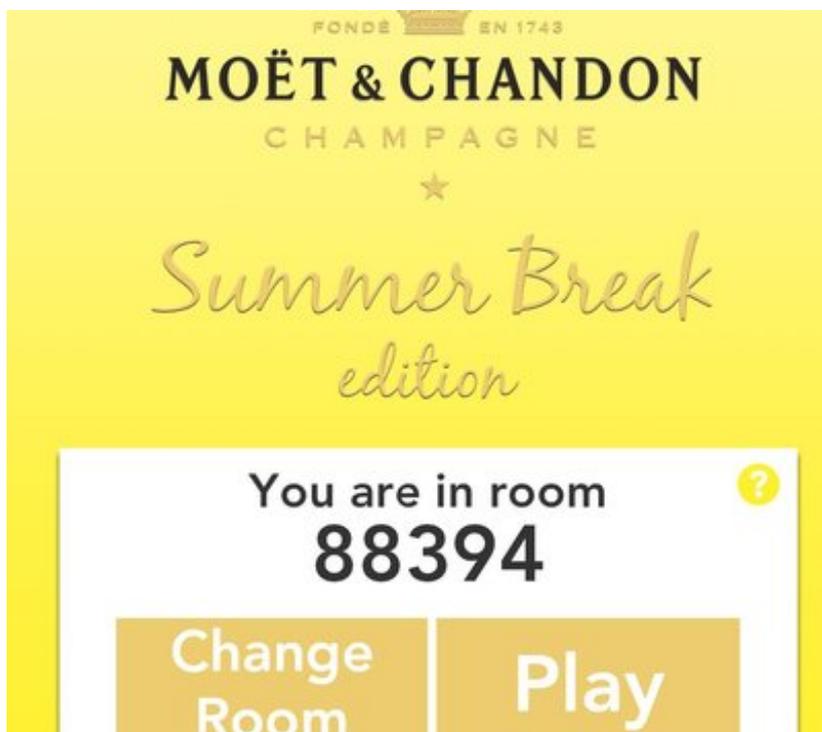
The celebration of summer break began on Moët & Chandon's social media pages with a video telling people "Let's play summer break." The video is colorful and lively and sets up the game as player one being a melon and player two, a pear.



Facebook post encouraging consumers to play

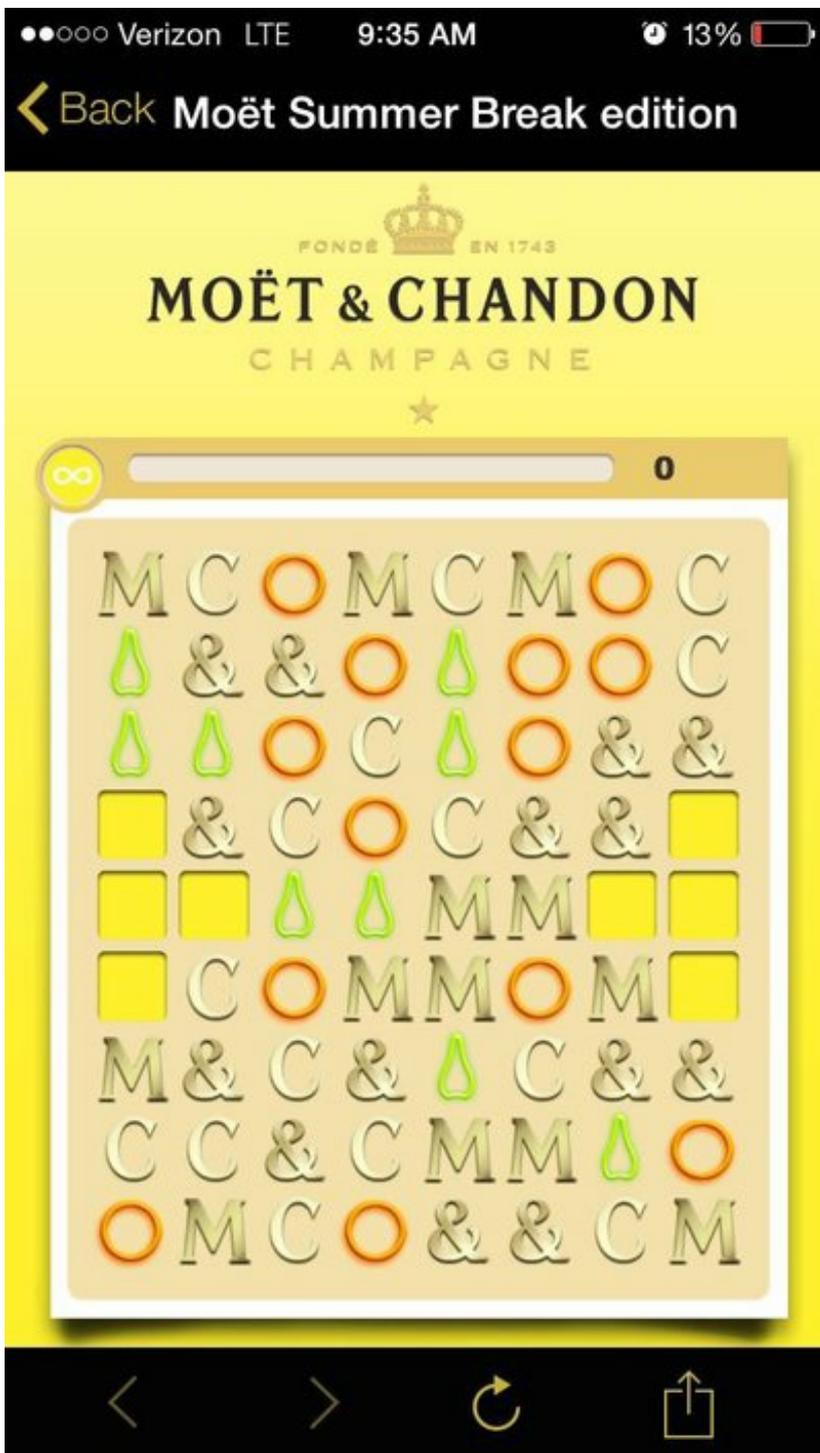
The levels are different games and ends with "fun & sun" bouncing by and Moët Impérial bottle and glasses.

Moët continued to use the summer break theme on social media throughout last week until the release of the game. The game is a matching scenario that requires players to reach a certain score or compete for a certain amount of time.



Beginning of the game

The Web site offers a QR code beneath the game that allows the consumers to participate in the game on their mobile device. The mobile version of the game is the same as the desktop edition.



QR code leads to mobile game

The pieces that must be matched represent parts of Moët Impérial and the Champagne maker's codes.

Embedded Video: [//www.youtube.com/embed/39D1nPPIU_0](https://www.youtube.com/embed/39D1nPPIU_0)

Video for summer break game

Moët's game has different levels that a participant can travel through. After each level the screen shows a photograph relating to Moët Impérial, such as a wine glass or the bottle itself.

Product gaming

The use of games to spark the intrigue of consumers brings an opportunity for brands to

use a fun and interactive way to hold an individual's attention and create more time spent with the brand. Other brands have similarly tried an interactive engagement with their consumers.

For example, French leather goods and ready-to-wear brand Louis Vuitton took the conventional gift guide a step further by creating an interactive game to help users find gifts for their loved ones.

"The Goose's Game" was a digital board game that propels users across a calendar to view gift suggestions. By adding an interactive feature to the gift idea spread, Louis Vuitton is able to increase its customer engagement and reach entry-level consumers ([see story](#)).

Also, French leather goods maker Longchamp pushed its fall 2013 collection through a social media countdown that led up to the release of a branded video and online game.

In the "Bigger than Life" campaign, model Coco Rocha was a giant walking through the streets of New York with her Longchamp bag before busting out in dance similar to the brand's other campaign videos. Through the teaser event, the video and the game, Longchamp likely engaged with its dedicated fans ([see story](#)).

Games generate a connection between brands and consumers that elongates a consumer's interaction time with a brand and creates a closer connection between the product and the game's participant. The creation of a mobile aspect allows consumers to potentially engage with the game for a longer period of time.

"The story is probably better told in social media and advertising, but why not tell it well on mobile, too?" Mr. Hasen said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/t2_Mq0RITFM](http://www.youtube.com/embed/t2_Mq0RITFM)

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