

INTERNET

Veuve Clicquot involves consumers in grape harvest via online diary

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Image from Veuve Clicquot's harvest diary

By STAFF REPORTS

LVMH-owned Champagne maker Veuve Clicquot is inviting consumers into its vineyards with an online diary of the grape harvest.

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Twice a week, vineyard director Christian Renard detailed the process of the harvest, from weather conditions to the steps taken by the more than 1,300 workers. Since the harvest is an important part of the Champagne production process, this will help consumers understand the care and work that goes into making their bubbly beverage.

Progress report

A few times during the harvest, Veuve Clicquot posted about the diary on social media, giving consumers an idea of the progress and linking to the Web site feature.

On its Web site, the diary begins with a welcome message from Mr. Renard who says that this will make readers “harvesters in [their] hearts,” allowing them to take part wherever they are.

The first post from Sept. 11 explains the arrival of the temporary workers from parts of France, many of whom return year after year.



Screenshot of Veuve Clicquot harvest diary

Through his text, Mr. Renard reveals the ups and downs of the harvest, sharing the story of a man who was accidentally cut by his girlfriend.

Even the president of Veuve Clicquot, Jean-Marc Vallot, and his family get involved, donating the cost of their labor to a local cancer charity.

Other brands have opened up their operations through digital diaries.

For instance, Italian apparel brand Giorgio Armani leveraged the digital real-time journal Armani Live to generate interest in its One Night Only event series by creating a connected community through various postings.

Armani's journal chronicled the days leading up to Armani's One Night Only Paris event Jan. 21 with posts beginning Jan. 17. Armani rehashed the journal's format to focus on the upcoming Paris event and increase anticipation among avid readers of Armani Live who are able to remotely tune-in via real-time updates ([see story](#)).

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