

MOBILE

Moët & Chandon creates real-time “Moët Moments” via social sharing app

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Moët uses Skosh to send Champagne to friends

By JEN KING

LVMH-owned Champagne maker Moët & Chandon is embracing mobile sharing through the use of social drinking application Skosh.

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Luxury Daily

Moët & Chandon served as the official launch partner of Skosh during the Miami Open Tennis Tournament Finals March 23 through April 5. The app, created by Moët & Chandon's digital creative agency of record **Bush | Renz**, allowed consumers anywhere in the country to send a glass of Moët Champagne to an individual attending the tennis matches.

“Skosh is a powerful new mobile commerce and social media tool Moët is currently using and eventually will be made available to other luxury wine/spirits brands and can be used to interact with an already highly engaged digital community,” said Gerard Bush, cofounder of **Skosh**, Miami. “From a social media perspective, this app allows people to share a drink with someone for a variety of reasons.

“If you cannot make it to bachelor party in Las Vegas, you can send a drink,” he said. “If you see a friend just received a new job in New York via LinkedIn, you can send a drink. If

you want to send a glass of Champagne to your newly married friend on their honeymoon in Hawaii, you can send a drink.

"It's about sharing the gesture no matter where you are. From an ecommerce or mobile commerce perspective, it no longer limits the purchase at a venue from the physical location opening up a new sales stream."

Mobile cheersing

The Miami Open Finals marked the beta launch of Skosh and is the first time the luxury spirits industry has embraced this aspect of mobile functionality. Skosh allows luxury brands to engage consumers directly, and personally, rather than through broadcast play.

"Integrating within the actual celebratory moment ensures brand exposure at the precise moment of celebration," Mr. Bush said. "The luxury consumer also has an expectation of quality, married effectively with convenience, and Skosh allows Moët—and eventually other high-end brands—to have more autonomy over the actual brand experience, as it provides an extension by way of the Skosh app, not only for those in attendance but also for people who wish to share in the celebration from anywhere in the country."

Through a few swipes on a mobile device, Skosh users can send a drink to a friend, whether the recipient is across the bar or across the country. To send a drink using Skosh, the user selects the recipient's Twitter handle with the app and then chooses the desired location and drink.

When the options are entered the recipient will receive a tweet from the sender which includes a generated hyperlink used to redeem the drink. Once clicked, the recipient must verify their identity and show their mobile device to their server for verification, thus beginning their "Moët Moment."



Skosh app in use

The ideology behind Skosh is that interaction can be more intuitive and has possibilities beyond the simple swipe left or right, or a like. The act of buying someone a drink is a time-honored social tradition that can be enhanced through mobile touchpoints.

During the Miami Open Finals flutes of Moët Champagne were sent from San Antonio, Los Angeles, Dallas, Washington, New York, Connecticut and Chicago to attendees at the tennis tournament. Once a Skosh was sent via Twitter, attendees could redeem their mobile voucher from the Moët & Chandon tent where Champagne and sushi were served.

Going forward, Skosh will continue to work with Moët as an activation tool for its upcoming events. Also in the future, celebrity integration will be a factor in Skosh initiatives with Moët & Chandon.

For example, celebrities can send a Moët Moment via Skosh to selected influencers to activate said event. While at the Miami Open Finals, actress Gabrielle Union, for instance, received a Skosh from friend and celebrity stylist Jason Bolden from Los Angeles.

The screenshot shows a Twitter search interface with the following details:

- Network: Verizon LTE
- Time: 1:57 PM
- Battery: 100%
- Search term: Moët & Chandon
- Results count: 2,199 Tweets
- Filter buttons: Tweets (selected), Media, Favorites
- Profile picture: Moët & Chandon logo
- Post 1 (by @MoetUSA):
 - Posted 1d ago
 - Text: "Know someone attending @MiamiOpenTennis today? Send a glass of Moët w/ @TheSkoshApp! Download [itunes.apple.com/us/app/skosh/i...](#)"
 - Image: A photograph of a Moët & Chandon tent with yellow umbrellas and greenery.
 - Engagement stats: 61 retweets, 84 likes
- Post 2 (by @WineSpectator):
 - Image: Wine Spectator logo
 - Text: "Who to follow"
 - Engagement stats: 22 retweets, 17 likes
- Navigation icons: Timelines, Notifications, Messages, Me

Moët & Chandon's tweet during the Miami Open

"Skosh is inherently a social app," Mr. Bush said. "When activated at an event, as in the case with the exclusive beta launch with Moët at The Miami Open, you can send a #MoëtMoment via Twitter or Facebook, it shares the moment across that users community.

"It essentially turns every drink into a mini social media advertisement from the user," he said. "Skosh can also be used by influencers as an activation method for events throughout the spring/summer season.

"For example a celebrity could send out 10 drinks, via Skosh, to highly influential people within a given market to catalyze engagement and push beyond consumer activity, within just the bricks-and-mortar event itself and instead create an environment by which consumers can integrate themselves within the event from across the room or across the country."

The Skosh app, which can be used outside of branded events and at participating restaurants and bars, can be downloaded for free from the Apple [App Store](#).

Currency exchange

The newest currency behind marketing is not money. It is consumers' social reach.

Marketers are experimenting with ways to use social currency to build brands – enticing consumers to open their social networks instead of their wallets ([see story](#)).

In 2014, for example, U.S. fashion label Marc Jacobs invited consumers to a temporary SoHo boutique to experience Daisy and take time to relax during the chaos of New York Fashion Week.

The pop-up, which had Marc Jacobs apparel, accessories and fragrances for sale, only accepted "social currency" as payment and not the United States dollar. To make a purchase, the consumer had to use the branded hashtag #MJDaisyChain on social media platforms such as Facebook, Twitter and Instagram ([see story](#)).

Initiatives such as Moët's partnering with Skosh and Marc Jacobs' social currency takes advantage of mobile primary functions.

"Right now Skosh is 100 percent a mobile app which makes perfect sense due to consumer usage patterns," Mr. Bush said. "Skosh takes advantage of mobile functionality for both the sender and receiver of the drink as it is sent from the phone and received via the phone in real-time.

"Mobile commerce is the future and this is a dramatic step forward."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/Z1RWzEWF5hY>

