

MOBILE

Mot Hennessy USA launches educational mobile site to sophisticate consumers

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Champagne Masters diagram

By FORREST CARDAMENIS

Mot Hennessy USA is teaching its consumers to think, taste and serve Champagne like a master through its Champagne Masters Web site.

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The mobile-optimized Web site includes tips and thoughts of top sommeliers and producers, recommended reading, background materials and descriptions of taste. The convenience of a mobile-optimized Web site, as well as the curated content the site hosts, should help make Mot Hennessy a top choice of consumers, who will now learn to better appreciate its product.

"Consumers are spending more time on their smart phones and tablets than ever, and are using their mobile devices for everything from checking their email to purchasing groceries to buying clothes and accessories to even browsing real estate properties," said Jon Potter, chief marketing officer & executive vice president of brands at **Mot Hennessy USA**. "We wanted to capitalize on this segment of the population and capture their attention when they are most curious about learning information that is relevant to their lifestyle."

Uncorked

The site is split into three sections, entitled "Think Like a Master," "Taste Like a Master" and "Serve Like a Master." The first includes conversations and educational material; the second has general tasting guidelines and ratings and descriptions of bottles and labels by five different wine makers - Mot & Chandon, Veuve Clicquot, Dom Prignon, Krug and Ruinart all of which are owned by LVMH Mot Hennessy Louis Vuitton SE; and the third includes a glossary of terms, guidelines on opening a bottle and tips on selecting and pairing Champagne with foods.



Elements such as the glossary and wine descriptions make mobile optimization important, as such information is most useful at a fine-dining location or at the point of purchase to help consumers make a decision.

For the uninitiated, the world of wine tasting can be quite daunting, so the site gives consumers a chance to understand and immerse themselves in the world of wine without having to find time to take classes.

"We built ChampagneMasters.com to help wine lovers better understand, appreciate and enjoy Champagne," Mr. Potter said in a statement. "We hope that the Web site's rich conversations and educational tools will help grow the category and inspire a new generation of consumers to dive deeper into this storied beverage."

Content will be continually added to the Web site, giving users a reason to keep returning after they have mastered the basics of terminology, wine selection and identifying the olfactory overtones of a given wine. Consumers are likely to feel loyalty toward the brands of a conglomerate that taught them how to better enjoy wine and Champagne.



Moët & Chandon's special-edition holiday bottle

"We hope to expand the site with information such as when a new vintage is released or to announce the creation of a new quality," Mr. Potter said. "Our team of Champagne educators and brand specialists are continually updating consumers with information relating to food pairings and new consumption modes, so we will provide that information as well on an ongoing basis."

National advertising over print and digital channels, as well as a social media campaign, will also support the Web site. A broad-based advertising strategy could reach aspirational consumers who will see proper enjoyment of wine and Champagne as a step toward luxury.

Champagne masters

The more direct approach offered by the Web site contrasts with other promotions launched by LVMH-owned brands in the past.

For example, Champagne house Krug is taking consumers on a journey of taste and sound for its latest pairing event series.

Krug often compliments its tasting events with musical elements to heighten the experience of the attendee, because with music, as with Champagne, no translation is needed for enjoyment. In this new musical tasting effort, Krug is working with jazz pianist Jacky Terrasson for a worldwide tour with stops in Berlin, San Francisco, Milan, London, Tokyo and Hong Kong ([see story](#)).

Other times, brands under the LVMH umbrella have sought to assist consumers with tips.

Veuve Clicquot has inspired cocktail experimentation through a digital campaign that showcases the multitude of possible pairings for its new Champagne.

Rich, released this summer, was developed by the brand alongside mixologists, creating a cuvee intended to be served on the rocks with ingredients that play up its flavor, such as pineapple or pepper. Since consumers may be hesitant to serve Champagne in an inventive way, having detailed guides, part of which are tips from other consumers, will help to assuage any uncertainties ([see story](#)).

Whether one discovers the Champagnes through advertisements for the mobile site or vice-versa, Champagne Masters can help consumers enhance their palate.

"Nothing can substitute the amazing experience one has from tasting our Champagnes, which is necessary in order to truly understand each of their unique qualities and profiles," Mr. Potter said. "We hope that ChampagneMasters.com serves as a complement to the existing knowledge that Champagne aficionados already have as well as provides an enhancement to the Champagne experience for all consumers."

Final Take

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