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## Digital provides luxury houses with savoir faire outlet: Krug

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*Krug Champagne*

By STAFF REPORTS

LONDON When faced with lacking awareness and a "dusty" image, LVMH-owned Champagne house Krug saw the potential in digital outreach to court consumers, said a brand executive at Luxury Interactive Europe 2015 on Oct. 27.

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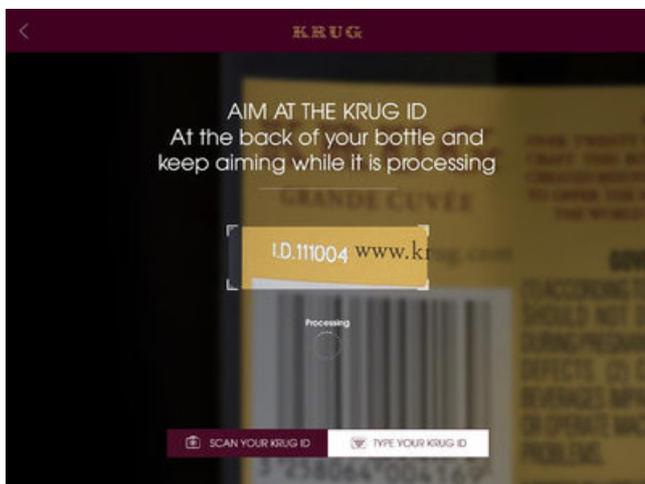
During the "Creating an Addictive App Your Customers Will Actually Want to Use" session, Aude Beauvallet, head of international digital marketing at Krug, explained that the spirits brand's digital marketing has vetted the challenges faced by the sector, especially since this industry does not often have a direct link to its consumers due to distribution models. To deal with these challenges, Krug created its Krug ID platform and follow-up mobile application that use digital in a relative way while respecting the essence of the house.

### Digital bubbles

Ms. Beauvallet explained that the Krug ID was designed to help consumers differentiate between bottles of its Grand Cuve. When holding two bottles from two different years, side by side the Champagnes look identical, but in actuality each year's Grand Cuve is different from the last.

Each year Grand Cuve is recreated by blending together more than 120 wines from 10 different years to produce a Champagne with a rich palette regardless of that year's harvest quality. With that said, each bottle is starkly different from the next but Krug had difficulty with communicating its philosophy and savoir faire with its consumers.

The Krug ID, a six-number code on the bottle's label, unlocks the story of the bottle, and through the bottle, the house's narrative is understood. These touchpoints include content related to the number of wines and years included in the final Champagne, climate variations, storage tips and food and music pairings ([see story](#)).



*Example of an scanned Krug ID, iPad version*

In the first 14 months that the Krug ID app has been available, the house saw 10,000 downloads, a significant number for a relatively small brand.

For all luxury houses, the main fear when entering the digital space has been losing their carefully curated identity. But, digital gave Krug an outlet to provide consumers with the answers they demand from a luxury house: variety, authenticity, quality and above all else, transparency.

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