

INTERNET

## Mot & Chandon says no regrets in latest marketing approach

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*Mot & Chandon's The Now*

By JEN KING

LVMH-owned Champagne maker Mot & Chandon has uncorked a new platform with a millennial focus to reinforce that any occasion can call for bubbly.

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Mot & Chandon's "The Now" builds off the Champagne brand's previous initiatives centered on #MoetMoments, an effort with a similar theme that encourages consumers to live in the moment. Champagne brands often market themselves as being suitable for all occasions by taking a "thrill of living" approach in communications.

"This video definitely captures people having an amazing and fun time and in preparation for the holiday season," Sebastian Jespersen, founder/CEO of Vertic, New York. "This will most likely put the observer into a happy/celebration mood the moment they watch it and keeping the brand top of mind as the holidays begin.

"It's also focusing on fun times which are not bound to any special occasions," he said. "This video shows that the product can be enjoyed outside traditional holiday/moments associated with wine and in considering the holidays are around the corner, to also be relevant as customers are considering means to celebrate.

"A consideration for Mot & Chandon is not only if a video will capture a user, but also if a user will remember the video and its value. Even if the brand is remembered for short term, the value is Mot providing is not clearly communicated which enables the customer to do more than he/she could do with products of another brand?"

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

**Mot & Chandon** was unable to respond directly before press deadline.

Live in the now

For its new take on #MoetMoments, Mot & Chandon collaborated with We Are From LA to create a concept film for The Now.

The 90-second video takes the viewer on a "vibrant celebration to experience unforgettable memories," set to Diplo's "Revolution."

Mot & Chandon's film begins with quick cuts to a number of party scenes, but not what would traditionally be expected from a Champagne house. Instead, The Now film starts with a boat being towed down an urban street by a pickup truck and cuts to a pool party with humorous floats such as donuts and flamingos before showing a woman

bowling through a city intersection.

In following scenes, two revelers are seen swimming towards one another under water where letter balloons reading The Now float nearby. The party vibe continues with a shot of Mot & Chandon ambassador Roger Federer playing ping pong at a crowded party.

"It absolutely makes sense to incorporate brand ambassadors in a way the consumers would like to see them or feel pleasantly surprised to see them," Mr. Jespersen said. "Considerations for Mot & Chandon are to rethink distribution and how the content can increase its reach and effectiveness."

Other scenes show a line of Champagne flutes being carelessly filled to the brim, a woman swinging on a crystal chandelier and the beach after party where more bottles of bubbly are uncorked. The video concludes with the words "Open The Now" appearing across the screen as a wave breaks at the shoreline.

*Mot & Chandon: The Now - official film - #OpenTheNow*

The hub created for The Now shares Mot & Chandon's millennial-focused philosophy, saying "It's a moment, a sensation, a rallying cry. It's an attitude that unites us on this bold journey called life, and that revels in the thrill of living.

In a statement, Arnaud de Saignes, international director marketing and communications for Mot & Chandon, said "Life is happening right now, all around us. The Now is about seizing these moments and having no regrets. The Now is spontaneous, bold and vibrant, and for life enthusiasts around the world."

#### Maturing millennials

As millennials age and mature into established consumers, marketers are preparing campaigns that play into sentiments this demographic will appreciate.

For instance, beauty marketer Estée Lauder continued its efforts to appeal to millennial consumers with a new fragrance campaign featuring model Kendall Jenner.

Ms. Jenner appears in the "Modern Muse Le Rouge Campaign" campaign introducing Estée Lauder's latest fragrance. Ms. Jenner was selected as an Estée Lauder brand ambassador in November 2014, and her popularity among younger consumers makes her an ideal representative for the brand as it attempts to widen its audience ([see story](#)).

Also, Switzerland's Baume & Mercier shared consumers' moments of success through a social initiative meant to highlight the brand's timepieces as part of an achievement.

Baume & Mercier often features moments of celebration in its campaigns to connect consumer milestones to its products, whether the occasion is a promotion, graduation or wedding. For this campaign, Richemont-owned Baume & Mercier focused its lens on millennials who are "young and ambitious" ([see story](#)).

"The visuals and the music, the genre is EDM - Trap to be more concrete, perfectly align with current trends in the target audience," Mr. Jespersen said. "Through the music and the heavy focus on party (and not deep quality moments) the target audience will probably be capped around 30 - which is fine.

"Considerations that may not be as clear: What are the real underlying needs of millennials as this is not as clear in the video. Is the brand addressing them in this video? Is there a match between the core values of the target audience and the presented brand values? Are the brand values and consumer values so similar that the consumer will entangle with the brand and make it a part of their life?" he said. "I would need to do some research about the target audience to be able to answer this question.

"However, if 'enjoy the moment' is the main value, it has been communicated quite well. May be possible to improve it by telling a longer story but overall, I think, they were able to show this message through the video."

#### Final Take

*Jen King, lead reporter on Luxury Daily, New York*