

MOBILE

## Hennessy spurs mobile gifting with Drizly endorsement

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*Still from promotional film for Hennessy + Drizly*

By STAFF REPORTS

LVMH-owned cognac maker Hennessy is using spirits delivery application Drizly to gift bottles to friends far and near over the holidays.

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Since Hennessy does not have direct-operated storefronts and has little control over how its brand is presented at licensees, partnering with a service such as Drizly allows for quality assurance. While Hennessy has been available from Drizly for a period of time, promoting the relationship as the holidays approach is timely, as many consumers purchase spirits as gifts.

Delivered by Drizly

Hennessy promoted Drizly through a sponsored post on Facebook. The tagline reads, "No matter where they live, help make it a #HennessyHoliday. Gift a bottle to a friend at Drizly.com."

For consumers who may be unfamiliar with Drizly's service, Hennessy included a 40-second video clip that shows how the app works.

The video begins with a dapper dressed man sitting on a leather couch with text to the side reading, "Gifting from afar brought to you by Hennessy + Drizly." The following frame shows the man taking his smartphone from his suit jacket pocket and using the Drizly app.

A time stamp on the bottom left hand corner of the screen reads "60 minutes later," as a second man hurries to answer his front door. Once opened, the man receives a package, assumed to be a bottle of Hennessy, wrapped in a shiny red gift tote with tissue paper from a courier.

When back inside, he opens the gift and pulls out a bottle of Hennessy. Pausing to look at the bottle for a second, he then is shown with a rocks glass of cognac as he texts a thank you message to his friend.

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Drizly carries Hennessy VS cognac, Hennessy Black, Hennessy cognac V.S.O.P and Hennessy X.O cognac, and will deliver each through its mobile app. The spirits sold via Drizly are on par in price with what retails at local liquor stores, presenting Hennessy with an opportunity to have a more streamlined role in purchasing.

Consumers can download Drizly for free, from the [Apple App Store](#) and [Google Play](#), to gift or self-gift spirits and

beers.

Recently, same-day shipping options have become an integral part of retailers omnichannel experiences.

For instance, fashion marketplace Farfetch is helping its customers get faster gratification from their online purchases with the launch of same-day shipping in select markets.

Rolling out first in nine global cities with a handful of partner boutiques including New York's Kirna Zabte and The Webster Miami, this service will enable clients to have the ease of ecommerce mixed with the speed of shopping in-store. For time-strapped shoppers, this new delivery option is sure to appeal, helping Farfetch compete with multi-brand retailers ([see story](#)).

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