

MOBILE

Mot toasts 2016 via consumer-generated wishes

December 8, 2015



Instagram image of Times Square from Moët & Chandon

By STAFF REPORTS

Mot & Chandon is putting itself at the center of New York's Times Square New Year's bash with a social media contest focused on consumers' number one person.

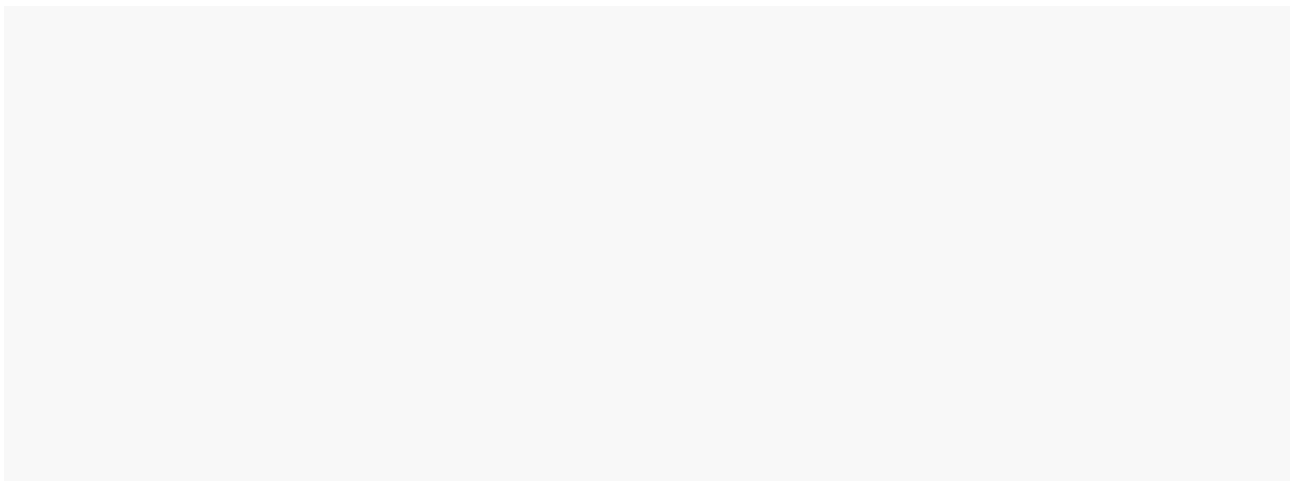
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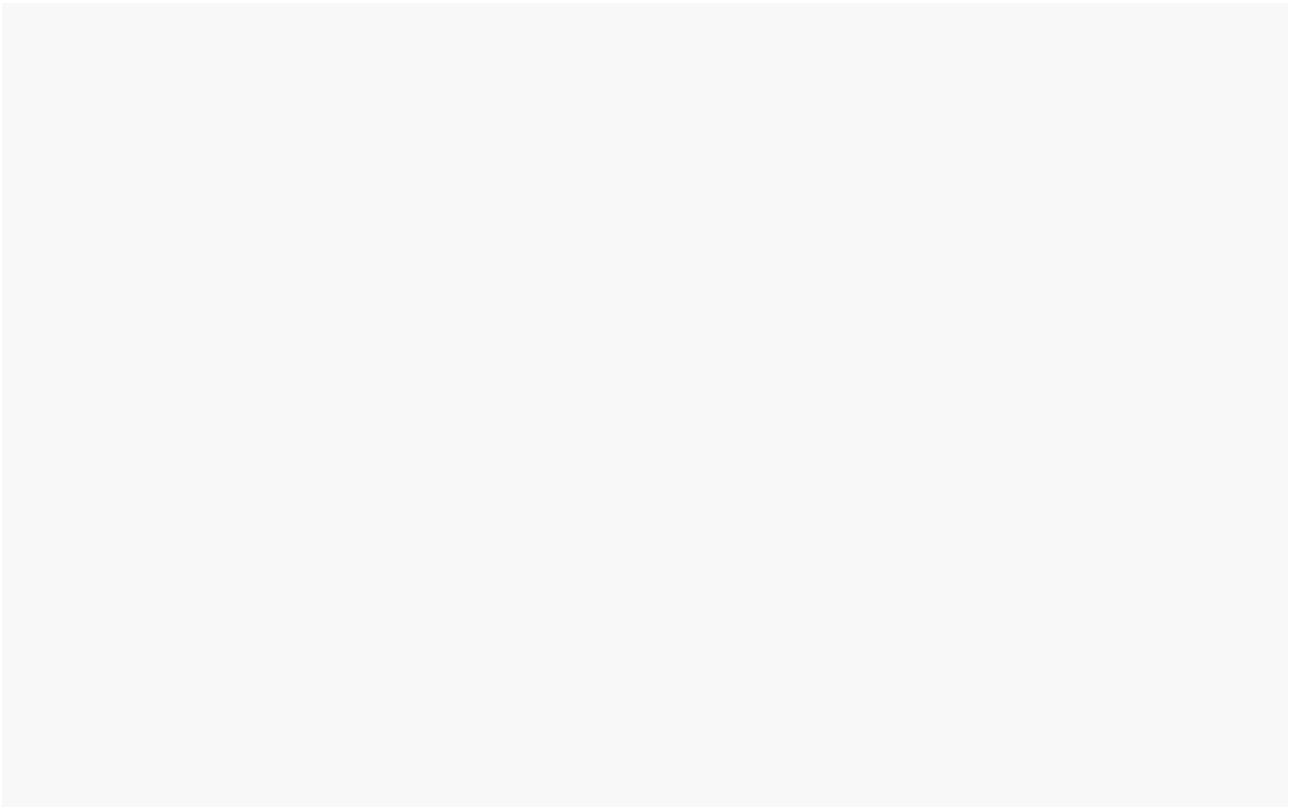
Entrants who share about who they most want to spend the holiday with will have a chance to travel to New York to ring in 2016 with their own #MoëtMoment. Mot & Chandon frequently positions itself as the top choice for every celebration, no matter how large or small.

Having a moment

Mot & Chandon introduced the contest across its Instagram, Twitter and Facebook accounts starting Dec. 2. Short videos show millennials taking part in typical American New Year's Eve festivities, blowing gold confetti, donning top hats or running on the beach with sparklers.

Consumers within the United States are invited to post the picture of the person who has "made [their] year" on Facebook, Instagram or Twitter with the hashtag #MoëtMoment2015 for the chance at the grand prize.





A video posted by moetusa (@moetusa) on Dec 6, 2015 at 2:56pm PST

Submissions will close on Dec. 22. The winner will get airfare for themselves and their special person to travel to New York to take part in the Times Square celebration. During the event, they will have the opportunity to deliver a toast to an audience of millions.

Mot & Chandon has been pushing for younger devotees.

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

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 ([see story](#)).

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