

MULTICHANNEL

Chandon catches up with friends in #BestieWishes bottle campaign

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Chandon #BestieWishes bottle

By JEN KING

LVMH-owned sparkling wine maker Chandon is encouraging consumers to take time from their busy schedules to get together with friends during the holidays.

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Now in its fifth year, Chandon's limited-edition holiday bottle is surrounded by an overarching social initiative that emphasizes the importance of carving out time to spend with friends, despite hectic schedules this time of year. Chandon's #BestieWishes is promoted on Instagram, as the platform is ideal for promoting curated visuals as well as tapping into the female, millennial demographic that frequents the popular application.

"Everyone during the holidays is so busy, running from one event to another," said Katherine White, brand manager at Chandon USA. "#BestieWishes is meant to remind people to carve out time to spend with friends.

"It is about sharing the wishes you have for your best friends," she said.

Cheers to friendship

For its 2015 holiday bottle, Chandon worked with London-based Butterfly Canon to create a bottle wrap that evokes the message the sparkling wine house has put forth for the season. Encased in a white wrap with gold lettering, Chandon's bottle includes text that reads, "Let's catch up," "Be sparkling" and the campaign's mantra, "Bestie wishes."

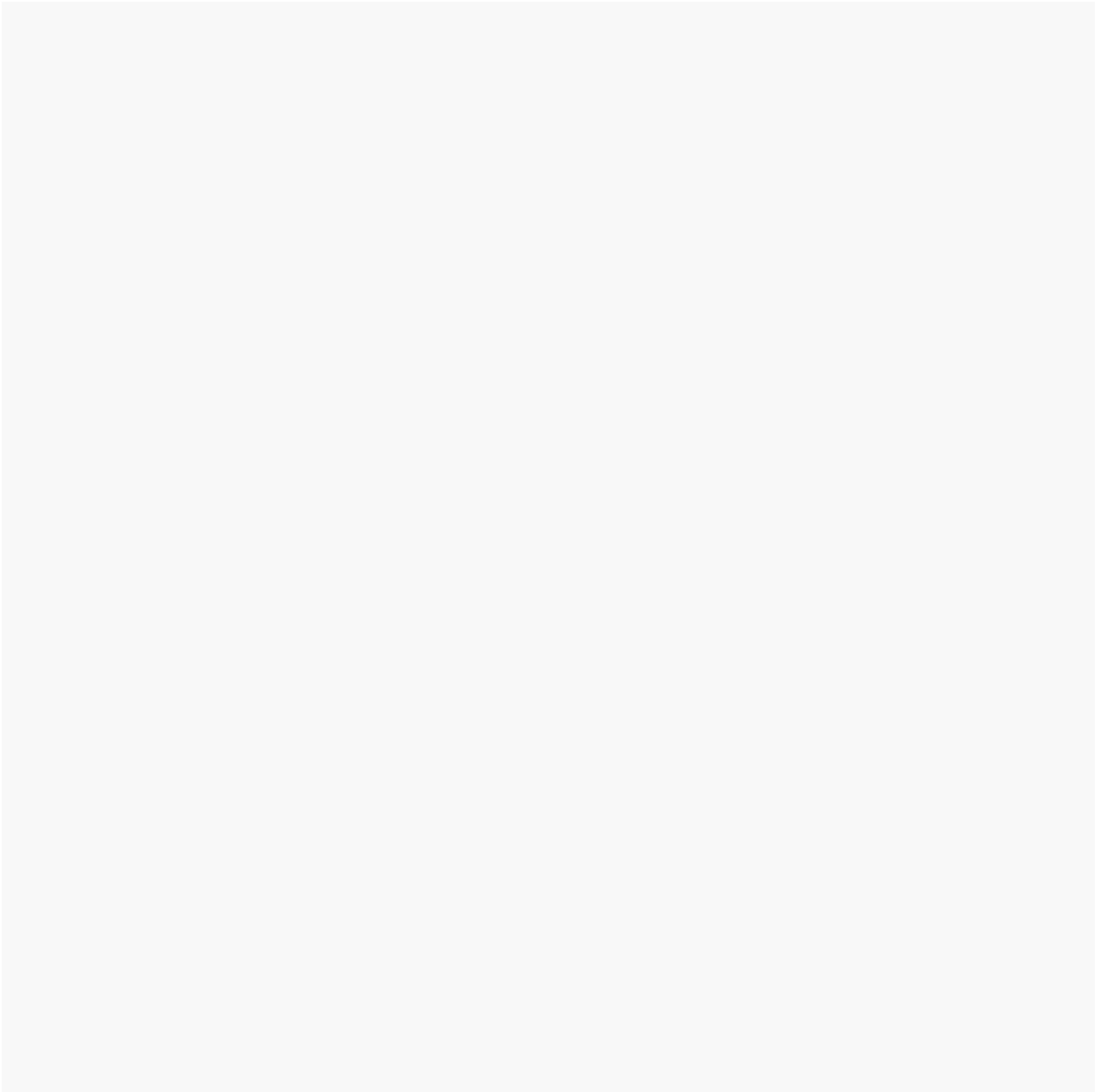
During the design process, Chandon took into consideration if the bottle was "Instagram worthy," considering if its consumers would want to share the bottle with her followers on the platform.

Chandon is leveraging this notion in three different ways through compelling aspirational imagery, the ideology that sparkling wine can be enjoyed no matter the occasion and fun, witty captions to accompany the shared images.

While the #BestieWishes bottle is promoted across Chandon's channels, the campaign is rooted on Instagram due to the platform's positioning and visual nature. For the spirits industry, Instagram, which was recently approved for brands to promote on the app, has opened up a new advertising platform for the sector, allowing marketers to reach new consumers and importantly influencing brands and individuals.

#BestieWishes is the first time Chandon has promoted its sparkling wines in this fashion. For the campaign, Chandon has partnered with cosmetics brand Stila for a "Kick off the holidays" sweepstakes through the use of the

hashtag #BubblesAndBeauty.



We are giving away the ultimate night out for you and your besties with @stilacosmetics. Find this image on their Instagram for more information! Full Terms & Conditions linked in @Stilacosmetics profile.

A photo posted by Chandon USA (@chandonusa) on Dec 4, 2015 at 4:49pm PST

Chandon is also hosting a series of "holiday catch up" events to drive the interactions with the #BestieWishes bottle and ideology of spending time with friends. These events are sponsored by rental retailer Rent the Runway with happenings taking place at its Washington and Chicago locations.

Fun activities, paired with Chandon, include cupcake decorating with Georgetown Cupcakes and a cocktail class with Salt & Sunday, among others. These programs cause Chandon's consumers to take a pause from their booked schedules to catch up with friends.

Also, Chandon is partnering with 18 Instagrammers including PackedParty and PeaceLoveShea. The Instagrammers will create custom posts that will be then shared on their accounts, expanding the campaign to their followers.



Chandon's #BestieWishes bottle for holiday 2015

Last year's effort saw Chandon engage consumers through video advertisements that highlighted the brand's limited-edition holiday bottles. Lifestyle expert Taylor Sterling starred in these videos that took over the screen on Elle magazine's mobile site.

Ms. Sterling is the founder of Glitter Guide, a daily newsletter that provides lifestyle tips to readers. Ms. Sterling continues offering tips through the Chandon videos. Chandon's campaign was named "Pour on the fun!" and included the limited-edition bottles, which were featured in the videos ([see story](#)).

Sensory control

Chandon's limited-edition bottle has become a fundamental driver with retailers having an interest in in-store placement. The bottle design and its visually appealing nature works in Chandon's benefit since spirits brands do not have control of the venues in which their products are sold due to distribution policies.

Retailers are interested in having the Chandon holiday bottle on display and because the bottles arrive in a shipping package, the wine brand has more control than it would have had otherwise.

Experiential marketing is present in every luxury sector as today's consumers are more inclined to select a brand based on experience, rather than the status of having a given product. The same is becoming true in the spirits category, with bartenders increasingly taking a multi-sensorial approach to mixology to create memorable cocktail experiences in high-end institutions world wide.

Spirits distributor Diageo and The Future Laboratory's "The World Class Cocktail Future" report found that 70 percent of United States-based millennials look for experiences that "stimulate their senses," with more than half explaining that they feel increasingly disconnected from the physical world ([see story](#)).

"When we started our limited-edition innovation five years ago, we weren't on things like Instagram," Ms. White said. "[Instagram] has a beautiful trajectory for focusing on visual and graphics.

"The [Chandon] juice is the same, but the packaging and marketing is an innovation," she said. "Holiday is expected to be about sparkling, but it has to go beyond to cut beyond the clutter.

"Pre-Instagram, we've seen visual becoming an impulse buy because the holiday bottle 'speaks' to them."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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