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Mot & Chandon captured last moments of 2015 in virtual toast

January 4, 2016



Instagram image of Times Square from Moet & Chandon

By JEN KING

LVMH-owned Champagne maker Mot & Chandon USA encouraged millennials across the United States to celebrate "every last moment" of 2015.

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Mot & Chandon has increased its focus on millennial consumers, debuting its latest campaign, "The Now," in November 2015, right as the holiday season began. The Champagne brand's marketing looks to capture a "live in the moment" spirit that pairs the wine with a variety of occasions, from a bonfire at the beach to New Year's Eve, rather than the traditional and somewhat stuffy associations.

"In the mobile era, the sharing of pictures on New Year's Eve is hardly a new idea. Likely tens of millions around the world will do so," said Jeff Hasen, founder of [Gotta Mobilize](#), Seattle. "With that said, this effort makes sense for Mot & Chandon given the tie-in with the biggest celebrations of the year and the use of social influencers who have large followings."

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

Mot & Chandon was unable to comment before press deadline.

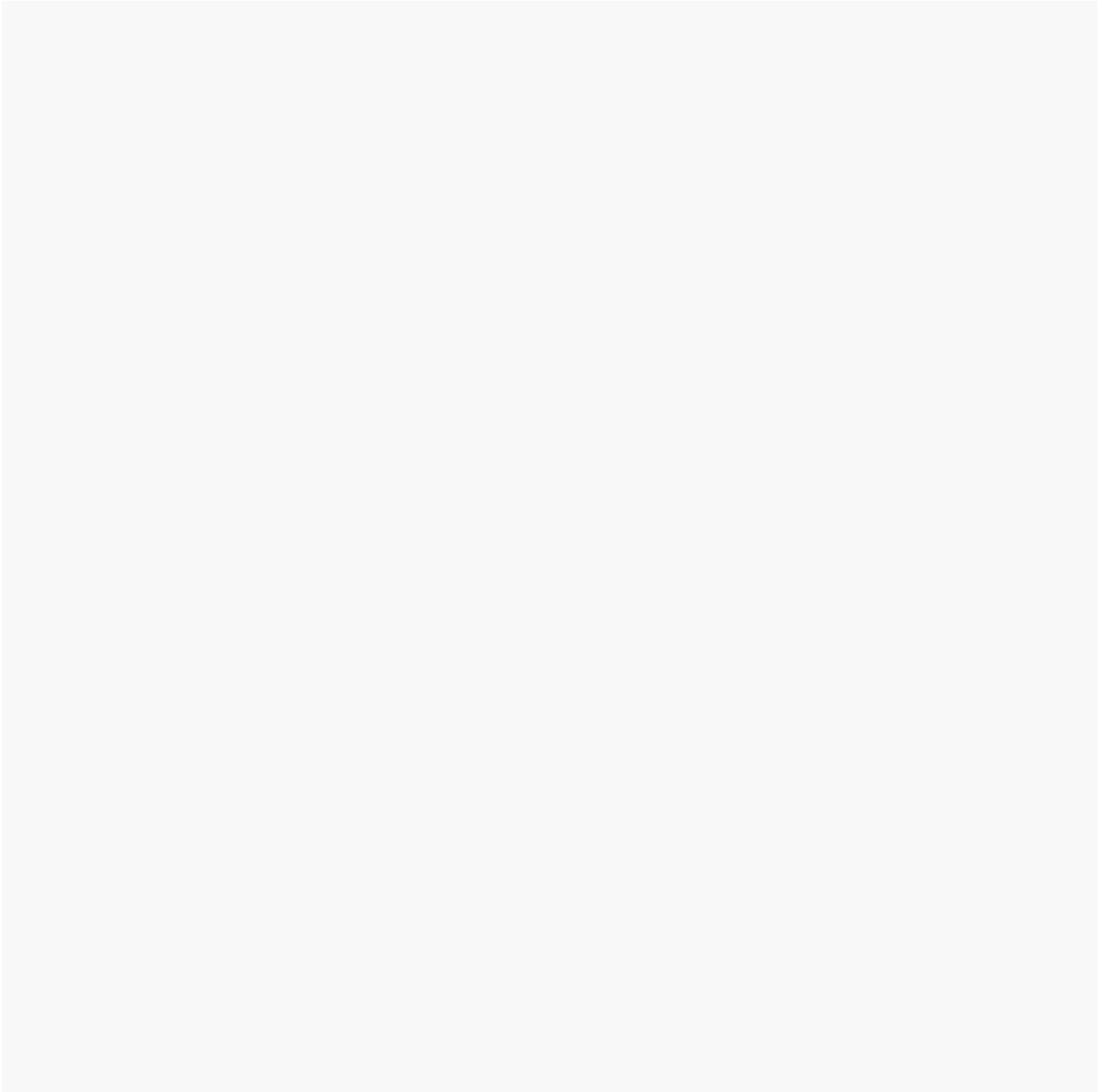
Cheers to a new year

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.

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" ([see story](#)).

Furthering this sentiment of living in the moment, Mot & Chandon partnered with Attention, an agency within the KBS network and the brand's social media agency of record, to stage a virtual "bottle pass" for New Year's Eve 2015.

The #MoetMoments2015 social initiative brought together social media influencers who shared the final moments of 2015 with their community of global followers. Essentially, this strategy took one moment in time, in one specific location, to create a collective social event.



A photo posted by Mot & Chandon Official (@moetchandon) on Dec 31, 2015 at 5:18am PST

Mot & Chandon selected online influencers from around the U.S., based on social media following and a millennial audience. Participants included Patrick Janelle, Brian Ladder, William Wood, Lisa Diederich, Rachel Marie Iwanyszyn, Mary Seng, The Infatuation, Jenny Abrams and Blake Scott.

Through the use of the #MoetMoments2015 hashtag, millennial consumers were encouraged to show how they were living "in the moment." This concept allowed Mot & Chandon to build upon The Now approach within a much larger context.

Mot & Chandon's virtual bottle pass began on New Year's Eve in Los Angeles and then traveled through cities including Chicago, Houston, Miami. The bottle pass ended in New York's Times Square for the annual ball drop celebration.

The Champagne brand also put 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.

Entrants who share about who they most want to spend the holiday with had a chance to travel to New York to ring in 2016 with their own #MoetMoment. Mot & Chandon frequently positions itself as the top choice for every celebration,

no matter how large or small ([see story](#)).

Social butterflies

As the first U.S.-specific push for Mot & Chandon's The Now, #MoetMoments2015 social influencer aspect centers on making a human and authentic connection with consumers.

Influencers today yield more power than celebrities to shape consumer opinion, presenting an opportunity for brands to reach their legions of followers through a trusted voice, according to a November 2015 report by Fashionbi.

"Fashion Influencer Marketing: Creating Successful Brand Collaborations with Fashion Bloggers in 2016" says that while traditional fashion imagery may seem unattainable to the average consumer, bloggers and social media stars can make fashion appear more attainable. Influencers can boost the ROI on marketing campaigns with the right strategic approach to a partnership, which requires a mix of control over the project and freedom to let the influencers be creators themselves ([see story](#)).

"It will be interesting to see if there is an extension after the night given all the literal and physical noise that is one large distraction," Mr. Hasen said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

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