

MOBILE

Rmy Martin opens two-way dialogue with sophisticated GQ audience

January 5, 2016



Campaign image from Remy Martin's One Life/Live Them

By SARAH JONES

Cognac maker Rmy Martin is highlighting how its spirits would fit within the multifaceted lifestyles of GQ's readership with a placement on the publication's mobile-optimized site.

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Rmy Martin's banner advertisement features the brand's recently launched "One Life/Live Them" campaign, for which it teamed up with multitalented actor Jeremy Renner to explore the diverse paths, passions and interests that can be tried in one lifespan. Through this campaign, Rmy Martin is hoping to not only share its own story with consumers, but solicit their own reflections on a life well-lived.

"Rmy Martin is a brand that inspires others to reveal the many sides and talents of themselves as Rmy Martin reveals the diverse talents of the people, including the Cellar Master, who create its signature cognacs," said Emma Medina, vice president, **Rmy Martin** at Rmy Cointreau USA. "The brand remains committed to the core principles and values that its founders used to establish the company more than 290 years ago.

"Rmy Martin has always been about sharing, supporting the community, honoring craftsmanship, embracing the luxury of time and especially highlighting the skills and revealing the talents of people and nature, which are evident in the brand's complex cognacs," she said.

Host of talents

Rmy Martin's banner appeared on the homepage of Cond Nast men's magazine GQ among the content. Against a red background, the brand placed an image of Mr. Renner peering to the side with a drink in hand.

To the right is the brand's logo and the "One Life/Live Them" tagline, with a bottle of its cognac sitting beside the text.



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an hour ago

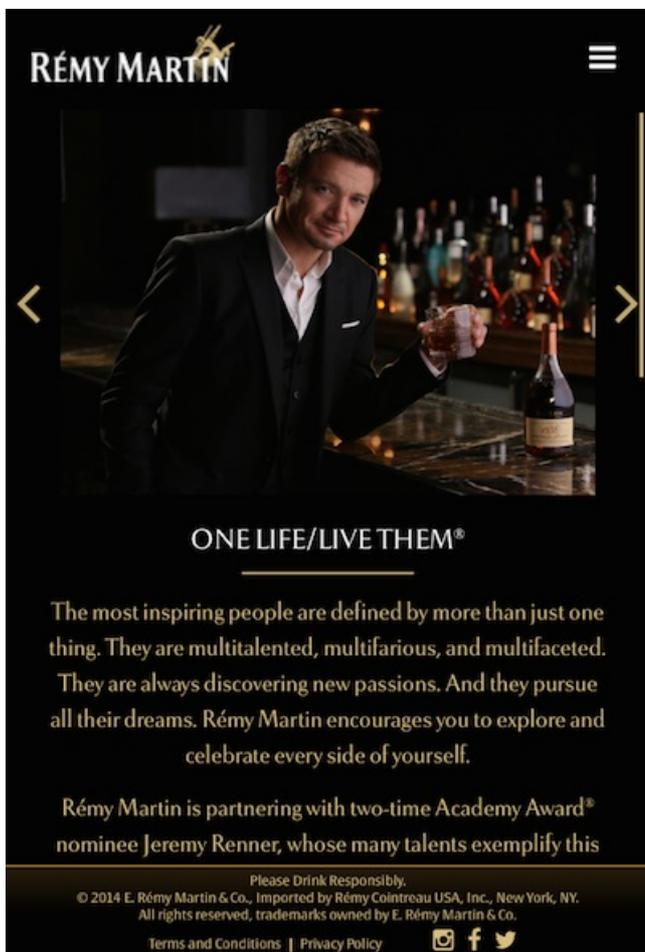


Rmy Martin banner on GQ

On the click-through, consumers are brought to the homepage of Rmy Martin's mobile-optimized Web site. At the top of the page are links to read the brand's story or become a member of its Club Centaur to receive news and updates from the beverage brand.

From the homepage, consumers can navigate to a dedicated page about One Life/ Live Them. Here, the brand explains that the most inspirational people are those who are constantly exploring new passions and following their dreams.

This concept of mastering skills mirrors Rmy Martin's more than 290-year heritage, throughout which the brand has worked to develop its employees' talents as it focuses on building a quality product.



Screenshot of Rmy Martin's mobile site

Below the introduction is a short video featuring Mr. Renner, who is first shown fulfilling the role he is most known for, as he sprints across the set of an action movie. His less publicized activities are then displayed when he sketches out plans for a house he is flipping and steps up to the microphone in the middle of a rock concert, an homage to his earliest dream of being a rockstar.

In voiceover, Mr. Renner explains that he does not want to be limited to one thing, and wants to be known for all of his activities. At the end, the spokesperson and actor/producer/renovator/musician is shown meeting friends over a glass of Rmy Martin's cognac.

Rmy Martin: One Life / Live Them with Jeremy Renner / 30 sec spot

On Rmy Martin's desktop site, the brand delves further into this concept of hyphenated living with Chinese actor-environmentalist-ambassador-singer Huang Xiaoming, who also stars in a spot.

Continuing the effort on social media, Rmy Martin highlights other multifaceted individuals who may not be famous, but who exemplify the same devotion to mastering skills and trying new things. These include a sculptor/drummer/mentor and a dancer/model/teacher.



Tweet from Rmy Martin

Looking to get consumers to share their own search for mastery, the brand posted with the hashtag #OneLifeLiveThem.

"Rmy Martin's goals [for this placement] are to expand consumer awareness of the brand as well as increase engagement and relevance," Ms. Medina said. "Rmy Martin wants to share the brand's story with consumers and have consumers share their stories with the brand."

Sparking a dialogue

For products not typically bought online, generating a conversation and engagement through mobile placements can be more effective.

For instance, German automaker Porsche targeted stylish male consumers with an advertisement on Cond Nast mens magazine Details' mobile Web site.

Porsche's ad promotes its No Substitute campaign, which includes a call for consumers to share their stories about the auto brand on social media. Choosing to focus on top of the funnel brand building for a mobile audience makes sense, since consumers can easily participate via their device ([see story](#)).

More luxury and fashion advertisers may look towards GQ for future placement as its brother publication Details shutter.

Media group Cond Nast announced in November that Details magazine will cease publication following the December 2015/January 2016 issue.

While the 33-year-old men's style magazine's circulation had been on the rise, its advertising sales had been declining.

Of the men's magazines in Cond Nast's stable, Details was positioned as the most fashion-focused title. Offering content centered on grooming, style, fitness, design and entertainment, the magazine promised tips for a "refined lifestyle."

Fellow men's magazine GQ will boost its fashion coverage to appeal to Details' fashion advertisers, increasing the frequency of its biannual GQ Style publication to quarterly ([see story](#)).

"Rmy Martin has worked with GQ for four years and they have been and continue to be an ideal partner," said Ms. Medina. "GQ appeals to the same demographic consumer target as Rmy Martin.

"The consumer is sophisticated, affluent, worldly, mature male and on trend with style and other lifestyle interests," she said. "The audience boasts diverse interests and talents who like to learn new things, who value authenticity in people and products and who are refined and creative. This consumer is consistent with the Rmy Martin consumer target.

"Also, GQ develops engaging, lifestyle content that is of interest to this audience touching on style, fashion and food and drink. GQ also develops unique content with a clear point of view which is important to Rmy Martin."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York