

INTERNET

Veuve Clicquot highlights courage and independence with topical strategy

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Veuve Clicquot

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LVMH-owned Champagne house Veuve Clicquot is blending the old and the new to reach a millennial market.

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Three films inspired by Madame Clicquot comprise the brand's first-ever digital advertising campaign, titled "Let Life Surprise You." When going after a new market, particularly a younger one, it is important both to reach the audience on its native platforms and also to tell the brand story in a quick but engaging way.

"After years of organic growth through national events and social media animations, the brand felt it was the right time to introduce a digital advertising campaign that ties in with the global 'Let Life Surprise You' print campaign that launched in Fall 2015," said Chloe Stefani, global marketing director at **Veuve Clicquot**. Utilizing this visual, dynamic platform humanizes the brand, and Madame Clicquot, making Veuve Clicquot more accessible to the younger viewer.

Coming of age

To reach a millennial audience and put a modern twist on its heritage, Veuve worked with creative agency Rokkan and director Peter Glanz. Actress Juliette Binoche, known for her roles in a number of French films and the Oscar-winning "The English patient," provides the voice of Madame Clicquot in the videos.

"Madame Clicquot was a real courageous woman, a first in so many ways," Ms. Binoche said in a statement. "In running her business, she flouted the establishment. And in trying to expand it, she even outran blockades! All while creating meaningful and lasting institutions like Champagne vintages, and ros Champagne.

"Being able to bring her voice to life was exciting, and I hope these videos inspire viewers as I was inspired by Madame Clicquot's dare of life," she said.



Veuve Clicquot

Madame Clicquot was widowed at the young age of 27, but she forsook tradition and decided to run her husband's wine business on her own. The risk paid off, with Veuve Clicquot becoming one of the most recognizable names in the sector over the ensuing 200 years.

This audacious and independent spirit is what the brand aims to recapture in its videos, which are targeted at young women, a demographic particularly receptive to Madame Clicquot's inspirational story.

"Millennials across the world follow their convictions, not convention, just as Madame Clicquot lived life without being limited by the expectations of others," said John Noe, CEO and founder of Rokkan, in a statement. "Our goal as the creative lead in developing this new campaign was to bring her story to life in a way that would resonate and inspire a new generation."

Each of the videos, posted on YouTube and the brand's Tumblr page, is between 45 seconds and one minute. The only audible sound aside from Ms. Binoche's voice and the backing music is the pop of a Champagne bottle.

In "On Negotiating," two women try on a number of coats and sunglasses in an outdoor market, dancing in the grass as a close-up reveals a bottle of Champagne in one of their purses. The two of them try repeatedly to talk down the price of the clothes, but to no avail.

Veuve Clicquot - On Negotiating

As Ms. Binoche says "I played nice, but I drove a hard bargain, an iron fist in a satin glove. Things did not always go my way, but it was nothing a bottle of Veuve Clicquot could not fix." In that moment, the friends offer to share their bottle of Veuve with the vendor in lieu of payment, a bargain he agrees to.

"On Making An Impression" opens with a woman in a mask entering a club while Ms. Binoche in voiceover gives a speech about the necessity of taking risks and being courageous. The woman stops dancing and decides instead to bring a bottle of Veuve into a private room. The woman hands over her resume and the bottle of Champagne to a powerful business woman and is promptly invited to join.

Veuve Clicquot - On Making An Impression

In "On Entertaining," a spontaneous party is made complete by the introduction of a bottle of Veuve Champagne, which one should "never miss a chance to open." At the end, it is revealed that the party is not in one's home, but instead a store, with the Champagne itself being reason to celebrate.

The videos feature, stylish, fun and ambitious characters, a combination that appeals to millennial women and creates an image of the brand and Madame Clicquot for them to aspire to. Placing the videos on YouTube and Tumblr will ensure that the content primarily reaches young consumers.

Veuve Clicquot - On Entertaining

Because the audience is necessarily younger, they may not be as familiar with the brand. Telling the story of its founder in short bursts of voiceover will help those consumers understand what the brand stands for, and clearly articulated values are particularly important to the target demographic.

"Madame Clicquot embodied independence, strong-will and entrepreneurship three qualities found at the core of the Veuve Clicquot brand as well as modern entrepreneurs," Ms. Stefani said. "The three videos feature present day scenarios that highlight the ways Madame Clicquot succeeded in a time when men predominantly ran business dealings."

"This ad campaign encourages millennials to follow their convictions and become their own 'La Grande Dame,'" she said. "The campaign also introduces unconventional moments for enjoying Champagne."

More than a beverage

The campaign is the first digital ad campaign the brand has undertaken. Previous marketing initiatives have sought to position Veuve as a lifestyle brand.

For example, last month Veuve captured the spirit and excitement of Carnaval for revelers in Miami.

Held on Feb. 20 at Museum Park in Miami's downtown, the ticketed afternoon event included traditional Carnaval performances such as Samba dancers and live music, games, Champagne bars and on-site food trucks. Champagne brands are often pigeonholed into traditional celebrations, but Veuve Clicquot has made a consistent effort to show that bubbly can be enjoyed for myriad occasions ([see story](#)).

Tradition is important to Veuve Clicquot, be it the brand's own heritage or the history of something else.

In October, it helped its followers fete the Mexican holiday Dia de los Muertos through a dedicated hub of its Tumblr.

#ClicquotDia features entertaining tips from the event planners at Camille Styles and cosmetic tutorials by Make Up For Ever, ensuring that consumers can celebrate in style. Veuve Clicquot frequently uses its online channels to prove that its Champagne is a fitting choice for unexpected holidays, prompting bubbly libations for more events ([see story](#)).

"Veuve Clicquot's one motto, 'Only one quality, the finest,' remains the foundation for its success as one of the most prestigious and influential Champagne houses of the last 230 years," Ms. Stefani said. "Bringing this motto to life and creating a consistently impressive product is important for maintaining brand loyalty, especially with new consumers.

"Madame Clicquot's dedication to quality coupled with the brand's strong ties to stylish, empowered and influential women keep Veuve Clicquot front of mind for millennial consumers."

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