

MOBILE

Rmy Martin invites consumers to discover its history firsthand

March 29, 2016



Rmy Martin's "One Life/Live Them" experience

By SARAH JONES

Cognac maker Rmy Martin is letting consumers explore its heritage through an interactive experience that mixes education and entertainment.

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Housed on a microsite, the "One Life/Live Them" places consumers at the center of a party, allowing them to uncover 300 years of brand history in a three minute video. This first-person narrative enables Rmy Martin to explain its codes and craftsmanship in an immersive, experiential manner.

"Through the One Night/Live Them interactive video experience, Rmy Martin strives to connect with its audience via a platform on which they already interact on a daily basis: their phones," said Emma Medina, vice president of marketing for **Rmy Martin Cognac**, USA.

"We wanted to provide consumers with a more robust brand experience while educating them on the elements of what makes Rmy Martin so unique and hopefully showcase some of the brand's many facets: talent/ craftsmanship/ cognac fine Champagne."

One night only

Rmy Martin worked with MullenLowe Profero to build the experience, which launched March 28.

While available for desktop, the video is most immersive on mobile because gyroscope technology enables the viewer to navigate through the scene simply by angling their device. On desktop, the viewer's vantage point can be controlled by using the arrow keys.

As the experience loads, the viewer sees a brief glimpse of their character in the third person. A man in a suit stands outside a door marked "1738," a nod to one of the brand's cognacs.



Screenshot of Remy Martin's One Life/Live Them experience

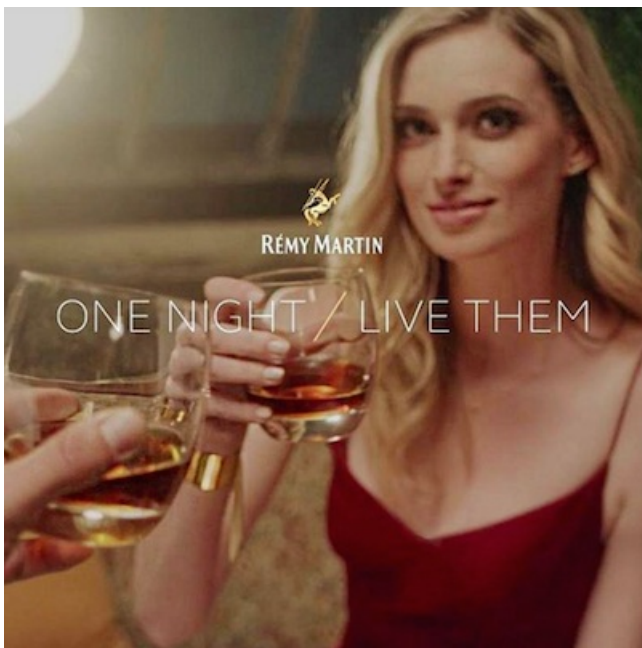
When the consumer first enters the virtual party, a blond woman named Marie welcomes him. She serves as the viewer's guide throughout the experience, leading him through a series of rooms.

Marie first heads to a rolling bar to get her guest a drink, explaining some of the specifics of Remy Martin's cognac as she does.

From the viewer's point of view, a male arm reaches out for the glass.

Periodically, one of five embedded hotspots will appear onscreen, represented by a red circle containing a white plus sign. The viewer can click on this icon to unlock additional content.

For instance, as the pair passes a painting, a hotspot appears hovering over the portrait. A video pops up, and Marie first tells her guest that he has a good eye, and then identifies the mystery man as Remy Martin cellar master Baptiste Loiseau.



Promotional image for One Life/Live Them

Other hidden content covers Remy Martin VSOP, the limousin oak aging process and the copper pot stills that have been used to craft the cognac since its beginning.

The experience lets consumers feel that they are just another guest palling around with their newfound companion.

At one point, Marie runs into two of her girlfriends and the viewer is instructed to snap a photo of the group. Using the actual phone as a remote, the consumer tilts their device until a pictured phone lines up the perfect shot.

Adding a level of gamification, the experience also tests the consumer's ability to keep his drink steady while on the move. By tilting the phone, the viewer can change the angle of the cup, preventing any spills.

The viewer ends the experience in a private room with Marie. As she toasts with the brand's XO Excellence cognac, she says, "If one night can offer so much, just imagine what a lifetime will bring."

Marie then shares the brand's tagline, "You only get one life. Live them."

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After the video ends, consumers are sent to a landing page, which gives consumers the opportunity to enter for a chance at prizes of their choice, such as music equipment, drinkware, tech gadgets or fashion accessories. To be eligible, consumers need to have completed the entire experience, giving incentive to watch the entire film.

Entrants only need to enter their information, and Rmy Martin will pick five winners at random each week throughout the sweepstakes.

From this page, the viewer can also replay any of the unlocked content or return to the party for another tour.

The experience can be viewed [here](#).

"Although Rmy Martin has almost 300 years of history, consumers have limited awareness and knowledge of our brand and of cognac in general," Ms. Medina said. "Through this program, the brand looks to demystify the cognac story and deliver innovative, content-rich experiences that appeal to today's discerning consumer.

"This interactive experience is another extension of our current One Life/Live Them campaign, which encourages individuals to explore and celebrate their many talents," she said. "Indeed, after the three minutes of interaction, consumers are invited to participate in a sweepstakes for a chance to win a wide variety of prizes. Ranging from fashion to technology focused, these prizes encourage consumers to reveal their own multi-talents."

Living proof

This experience is an extension of Rmy Martin's positioning campaign "One Life/Live Them," which launched last June.

Developed by the brand's global creative agency of record MullenLowe London, the campaign tapped 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 ([see story](#)).

Increasingly, luxury brands are leveraging the storytelling capabilities of 360-degree video and virtual reality experiences.

For categories where it may be difficult to communicate a product's attributes through digital, such as spirits, these immersive campaigns are proving useful.

For instance, LVMH-owned cognac maker Hennessy is illuminating the complexities that exist within its X.O through a multi-chapter journey.

For "Each Drop of Hennessy X.O is an Odyssey," the spirits brand worked with director Nicholas Winding Refn to craft a cinematic commercial that brings the sensation of a sip to life. Further immersing consumers in the experience, Hennessy has released corresponding 360-degree videos, enabling them to step inside the campaign and the film crew's shoes ([see story](#)).

"Rmy Martin is dedicated to continuing to engage their core audience, while also seeking ways to excite new consumers," Ms. Medina said. "Our hope is that this interactive video experience will not only resonate with our existing fans, but also appeal to premium brown spirit drinkers who may not have yet tried cognac.

"The great thing about this experience is that it is very shareable, and hopefully consumers who go through it will want to share it with their friends on social media."