

FOOD AND BEVERAGE

Ruinart reflects on ros with heritage-focused content

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Image from Ruinart's ros series

By SARAH JONES

LVMH-owned Champagne house Ruinart is educating consumers on the finer points of its ros with a social media takeover for the wine.

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During the month of June, the brand is providing a crash course in ros through a series of posts on its Instagram account. This closer look at the wine's production and history may help Ruinart differentiate its ros from competitors'.

"Over the past few years, ros has gained a lot of popularity among millennials and beyond," said Hannah Kang, senior account supervisor at **Edelman Portland**. "Think of all the ros branded merchandise you can find these days from 'Ros All Day' printed tote bags to iPhone cases and sweatshirts.

"In looking at the millennial audience specifically, social media is one of the core ways they consume content, so understanding how and where they spend their time online is probably why Ruinart chose to launch its ros via Instagram posts," she said. "It's a well-executed move on their part.

"It is predicted that by 2020, millennials will be responsible for 30 percent of all U.S. retail sales. So not marketing to them on social media would essentially be missing out on a way to get in front of them and thus, miss out on sales."

Ms. Kang is not affiliated with Ruinart, but agreed to comment as an industry expert.

Ruinart did not respond before press deadline.

Everything's coming up ros

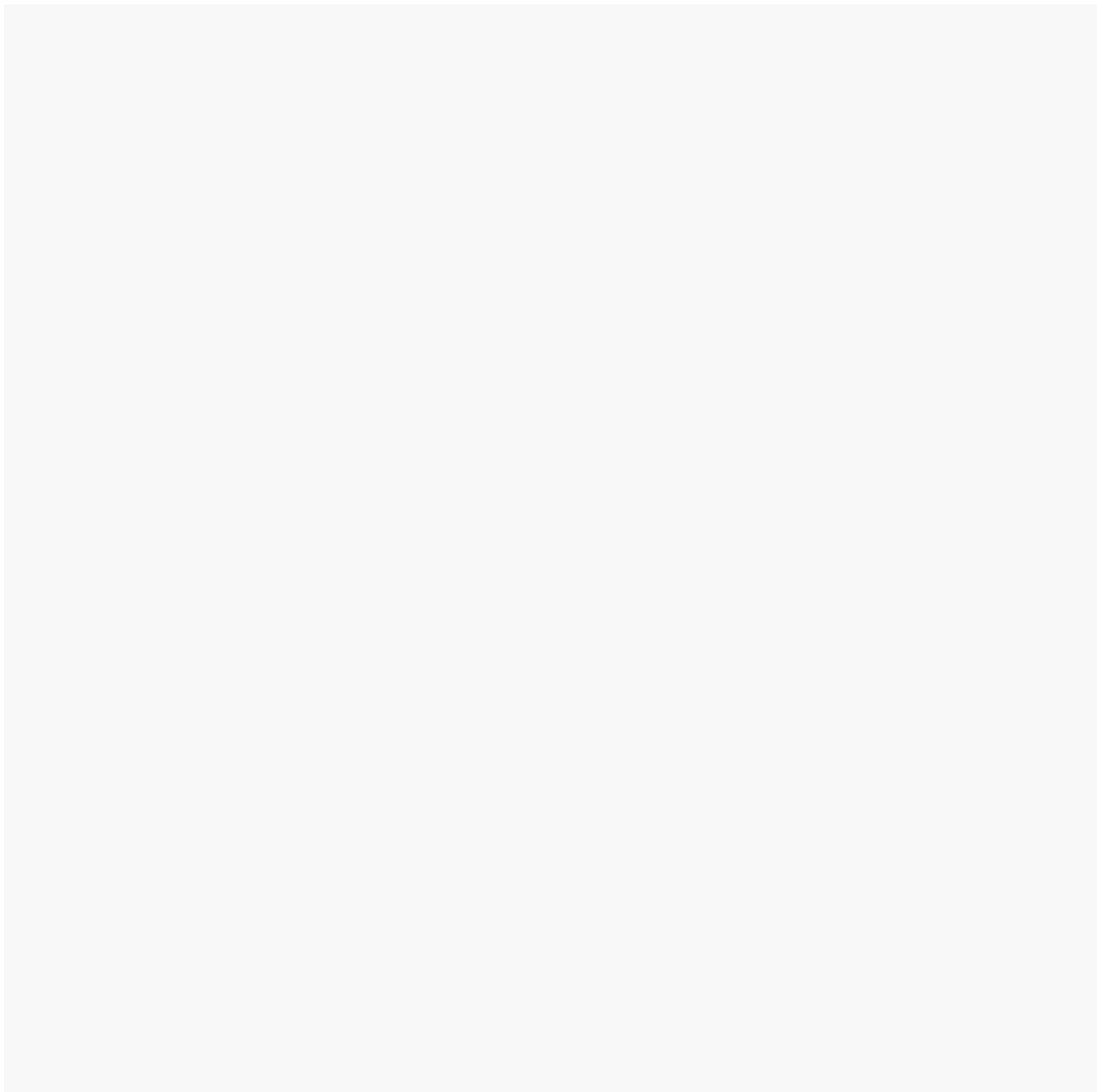
Ruinart's series began on June 1 with an abstract film in rosy hues set to an electronic soundtrack.

Creating a natural dialogue with followers and urging them to return, the brand next unveiled a hint, a single letter C spelled in pink. Later, in a video, it revealed that the C stood for curve, as in the shape of the bottle.

From there, Ruinart delves into its 250-year history of ros, mentioning a memo dating to 1764 that mentions 60 "Oeil de Perdrix" bottles that had shipped. A video shows a historic map of Europe, with a female voiceover who talks of connoisseurs' pleasure in the wine due to its deep color.

Next, the brand explores the color of its ros, which it says is not pink, but a shade of pomegranate with orange

undertones. This is derived from the balance between pinot noir and chardonnay.



A video posted by Ruinart Champagne (@ruinart) on Jun 4, 2016 at 9:22am PDT

Making a natural progression, Ruinart next explores the chardonnay that makes up half of the ingredients in its rosé.

Other videos tackle the "voluptuousness" of rosé, which is how the brand describes the wine's silky texture.

Ruinart's choice to split up the content rather than creating one longer-form video or digital campaign makes its videos and text more easily consumable via mobile. Consumers can check back in for more information throughout the initiative, giving the brand consistent engagement on its Instagram account and other social media platforms.

"The short form video content is easy to view on mobile, thus easy to digest," Ms. Kang said. "It's the type of content that's mysterious and short enough that audiences will come back for more and will hope and expect to see this type of content on Ruinart's Instagram channel moving forward."

Storytelling

Video as a medium offers an opportunity for immersive storytelling surrounding product origins.

For instance, in its latest Inside Chanel chapter, French atelier Chanel paints a self-portrait of its iconic N°5 perfume,

introducing its backstory and role in the brand's DNA.

Inside Chanel now consists of 15 chapters that explore the brand's codes such as its use of particular colors, the lion motif and the legacy of founder Gabrielle "Coco" Chanel. As its most well-known fragrance, N 5 has been the subject of two other Inside Chanel chapters to date, showing the significance of the house's first scent ([see story](#)).

Digital has opened up capabilities to describe taste and give historical background in an entertaining way.

Fellow LVMH Champagne maker Krug has built a multi-sensory experience around its wines with a music feature for both desktop and mobile

Krug's "Music Pairing" has recording artists select their picks for tracks to accompany six particular varieties of Champagne, much like a chef would note what food pairs best with a particular wine. Since consumers cannot taste via digital mediums, providing this aural experience will help to illuminate the differences in the range ([see story](#)).

"Ruinart is focusing on the modern, sexy and alluring nature of their ros," Ms. Kang said. "A wine you share with your lover, a wine for special occasions.

"The posts remind me more of makeup and beauty ads than wine ads, especially since they do not show the labels or contents of the bottle, but focus on the silhouette of the bottle and the color of the wine," she said.

"It's definitely an out-of-the-box way of marketing wine. It's refreshing as traditional wine ads tends to focus on the flavor, the notes, the grapes. Ruinart's ads make you think, make you dream about how and where and who you could drink their ros with."

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