

FOOD AND BEVERAGE

Hennessy finds harmony amid chaos in multidimensional V.S.O.P campaign

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LVMH-owned Hennessy V.S.O.P cognac

By JEN KING

LVMH-owned cognac maker Hennessy has launched its first United States marketing push for its V.S.O.P Privilege in more than a decade.

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The effort explores V.S.O.P Privilege's creation process through interactive video content that harnesses the notion of "Harmony. Mastered from Chaos." The craftsmanship campaign, produced by creative agency Droga5, brings cognac drinkers to Hennessy's historic estate in Cognac, France to see how unpredictable events are married with distilling mastery to craft the V.S.O.P Privilege blend.

A new spin on craftsmanship

Harmony. Mastered from Chaos is narrated by 2016 Tony Award winner Leslie Odom, Jr. and is broken down into 15-, 30- and 60-second clips to allow Hennessy to easily share the content across its social media channels.

In addition to Droga5, Hennessy's multidimensional campaign was in partnership with Ben Tricklebank of Tool of North America, who directed the film, and Active Theory, a Los Angeles-based interactive studio.

The effort aims to use technology to tell Hennessy's centuries-old craftsmanship story in a new way by offering an interactive glimpse into the workings of the cognac maker's tasting committee, the Comit de Dgustation.

Hennessy's campaign includes live-action footage and technologies such as 3D lidar scanning, depth capture and binaural recording to capture the complexities of the cognac-making process.



Web prompt to begin the Harmony. Mastered from Chaos campaign

Housed on a dedicated Web site, the Harmony. Mastered from Chaos experience uses the the video as the basis of the online interactions. First, the consumer is invited to click and hold. Doing so launches the film's opening scene, which shows thunderstorms pounding Cognac.

Hennessy's first interaction point revolves around cultivation at the Cognac vineyards. By holding the cursor down, the consumer is asked to change the weather from sunny mist to rain and snow. This is done to display how the weather is a vital factor in the production of Hennessy's spirits.

Chapter two goes to the Le Peu Distillery for the distillation process. After the film scene concludes, the consumer is invited to generate heat by moving the mouse across the screen. The more rapidly the mouse is moved the brighter the embers glow, showing the importance of temperature in the distilling process.

This is followed by a glimpse into the daily meeting of the Hennessy Grand Bureau to ensure quality of each blend produced. Moving the mouse across the screen allows exploration of the V.S.O.P's tasting notes.

After the visit to the Grand Bureau, consumers continue on to the La Sarrazine Cooperage where Hennessy's cognacs mature in oak barrels. By balancing the cursor within a gravitating diamond, the consumer is taken on a virtual tour of the cooperage.

The final chapter returns to Hennessy's Grand Bureau for blending, and allows consumers to use their mouse to swirl a light gold liquid that becomes dark amber, the color of V.S.O.P cognac, as the intensity mounts.

Throughout the effort small icons appear on the screen to allow for the consumer to explore each chapter's focus in more depth. The full experience can be viewed [here](#).

Hennessy V.S.O.P Privilege: Harmony. Mastered From Chaos :60

Bringing the online experience into the physical realm, Hennessy has also teamed with chef Aaron Bludorn of Cafe Boulud at The Surrey Hotel in New York on a custom menu of bar bites. Available for guests July 6-12, the menu includes a Hennessy-infused ice cream and a number of cocktails using V.S.O.P meant to be paired with the dishes.

Also meant to support Harmony. Mastered from Chaos campaign is the first annual Cognac Classics Week, hosted by Liquor.com. The events will take place July 14-21 in New York, Chicago and Los Angeles.

During Cognac Classics Week, Hennessy will demonstrate how its V.S.O.P can be used in classic cocktails by mixologists putting new twists on Sidecars, Sazeracs and others.

Engage, entertain, educate

In the past, Hennessy has turned to expansive digital interactive campaigns to engage consumers with its range of cognacs.

For instance, to celebrate its role in "crafting the future since 1765," Hennessy developed a Web page to honor its heritage while educating and engaging enthusiasts worldwide.

Here, the consumer could explore the Time Barrel, a user-generated content time capsule of sorts, a History section, a tile dedicated to the Art of Excellence and lastly an option to Visit Us ([see story](#)).

Similarly to Harmony. Mastered from Chaos, many of Hennessy's digital campaigns have a degree of education involved.

For example, Hennessy educated enthusiasts through a digital initiative that tested knowledge to become a true connoisseur.

The Hennessy Academy was part of the cognac brand's 250th anniversary effort that emphasized the spirits maker's heritage, process and quality in a variety of ways. By creating interactive and educational touchpoints, brands encourage self discovery of offerings and a deeper understanding of its origins ([see story](#)).

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