

FOOD AND BEVERAGE

## Dom Pérignon illustrates Champagne's vibrancy, lightness with acting talent

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*Christoph Waltz for Dom Prignon's P2*

By STAFF REPORTS

LVMH-owned Champagne house Dom Prignon is tapping Christoph Waltz's theatricality to portray the emotions felt as its bubbles are savored.

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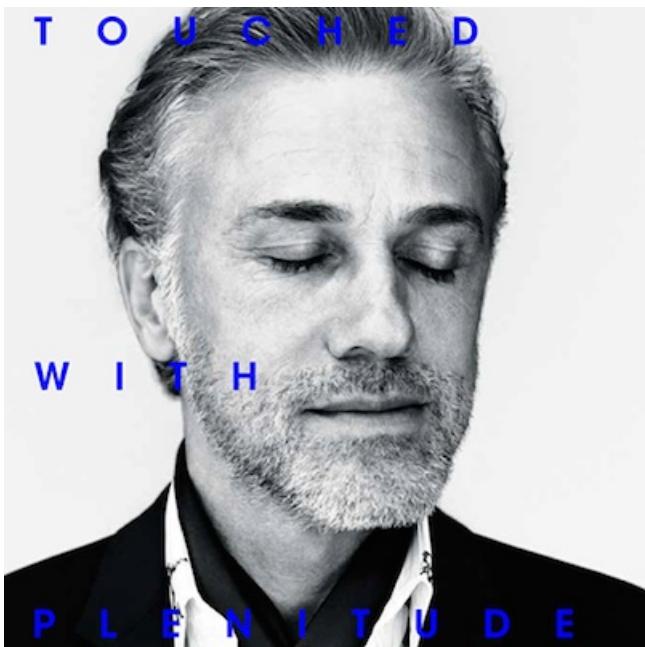
"Touched with Plnitude" is the debut campaign for Dom Prignon P2, a Champagne first released in 2014 that was 16 years in the making. For this campaign, Dom Prignon chose to let Mr. Waltz's expressions do the talking, with each subtle movement of his eyes or lips telling the story of the Champagne's intensity.

Taste and see

Dom Prignon's P2 is the second of its plnitudes, which represent moments in the aging process when the wine is at its strongest.

P2 is a 1998 vintage. That year was characterized by a scorching August followed by heavy rains at the start of September, resulting in a delayed harvest and mature grapes.

The Champagne, allowed to age for 16 years, developed a heightened intensity and energy.



*Dom Pérignon's P2 campaign*

Academy Award-winning actor Mr. Waltz stars in a short black-and-white film that depicts the sensation of the bubbles first meeting the palette through his facial expressions.

Appearing almost still, the actor slowly raises a wine glass to his lips as Beethoven's "Ode to Joy" from his Symphony No. 9 begins. As he experiences the first sip, the music swells as a chorus begins to sing.

The film shot by Billy Kidd then cuts between quick clips of the actor's face as he experiences P2.

*Dom Pérignon P2 New campaign with Christoph Waltz*

Without the benefit of taste, beverage marketers need to use other senses to explain their products to a print or digital audience.

Fellow LVMH Champagne maker Krug 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](#)).

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