

FOOD AND BEVERAGE

Glenmorangie sets scenes of taste in photographic effort

September 30, 2016



Image from Glenmorangie's "A Sensory Collection"

By SARAH JONES

Scottish distiller Glenmorangie is communicating the tasting notes of its scotch to other senses through a conceptual audiovisual project.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For "A Sensory Collection," LVMH-owned Glenmorangie teamed with food journal The Gourmand to translate the nuances experienced by a drinker's tongue into a short film. With marketers limited to sight and sound for most digital marketing efforts, finding new ways to explain taste requires a creative approach.

"While virtual and augmented reality, haptics and other immersive technologies are emerging quickly, it will be a long time before digital technology is able to deliver the sensory experience of drinking a fine whisky," said Marko Muellner, senior vice president digital at **Edelman**, Portland. "But for now, an artful video collaboration will have to do."

Mr. Muellner is not affiliated with Glenmorangie, but agreed to comment as an industry expert.

Glenmorangie was unable to comment directly before press deadline.

Flavor profiles

Glenmorangie's project is featured on its Web site and social channels. In an interview with The Gourmand founder, David Lane, Glenmorangie explains the task given to its accomplice: to explain the array of tastes in its single malt whiskies in film and photography.

Mr. Lane focused on Glenmorangie's core range, creating stills and video for its Glenmorangie Original, Glenmorangie Lasanta, Glenmorangie Quinta Ruban and Glenmorangie Nectar D'Or.



Behind-the-scenes of "A Sensory Collection"

The short film tells the story of these whiskies in chapters. After hearing what sounds like an orchestra warming up, the film begins to explore each of the taste profiles.

In chapter one, the Original's "elegant complexity" is depicted with a series of intersecting sticks housing flavors evident in the blend, such as peach and vanilla. Gradually, a light increasingly glows on the scene, illuminating these compatible notes.

The Quinta Ruban, described as "the perfect balance between bitter and sweet," shows close ups of the texture of candies before backing up to show two half circles. These semicircles appear to be made of the same ingredient when shown in silhouette, but when light is cast on the forms, it reveals one half is made of Turkish delight, the other a mixture of dark chocolate and orange peel.

Glenmorangie & The Gourmand present The Original

Next up, the Nectar D'Or takes the viewer into a "French patisserie," with rows of pastries that look fresh out of a bakery seen in silhouette. As the lights come up, details of the carefully arranged coconut, lime and caramel treats can be seen.

The Lasanta's "warm sizzling spices" are depicted as a blazing sun beats down on dried fruits, including clove-adorned oranges and cinnamon.

"The collaboration with The Gourmand, a culinary journal, has become a traditional pairing in the world of luxury spirit marketing," Mr. Muellner said. "Inviting influential artists to interpret an unexpected emotion or sense is a common trope.

"Adding a simple brand voice interview only on the Web site isn't enough in today's media environment," he said.

"To truly reach and engage our key audiences, we must think more strategically about the full digital experience.

"While a short, rich, unexpected video is a great place to start, we must capitalize on the attention we've earned by inviting consumers to explore deeper. Add a short video interview with the filmmaker, expose a bit of the process of conceiving the film, provide easy access to other product, craft or history of the brand videos to draw people in.

"Our expectations of the luxury brand experience have been honed over time. It's bad enough to have to engage with the brand in the cold, impersonal chrome of Facebook, I expect my favorite luxury brands to transport me into their world. Glenmorangie has all of the assets, they just haven't chosen to curate my experience as I would expect."

Sensory appeal

Spirits brands have been leveraging new technology in efforts to take consumers inside their flavors.

Fellow 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](#)).

The limits of sight and sound are not limited to food and beverage players.

Italian menswear label Ermenegildo Zegna pushed its Essenze fragrance collection through a video, social media and its Web site to digitally convey each fragrances' aroma.

The Essenze page on Zegna's Web site gives information about the creation and the ingredients used to describe the scents. Although marketing scents online can seem difficult, brands should look to express emotions through digital

campaigns when pushing fragrances ([see story](#)).

"A single esoteric, artistic interpretation of the senses you're trying to evoke just isn't enough," Mr. Muellner said. "It's a great first step but it's the end to end experience that can truly transform your audiences."

"A mix of content that approaches the senses from different perspectives using film, imagery, vignettes and even prose can bring static digital experiences to life," he said.

"Keep pushing the boundaries with unexpected collaborations, yes, they break through the clutter and capture attention, but once you've earned it, use it. Apply your brand promise of impeccable quality and attention to every experiential detail to your digital marketing as well, otherwise you risk eroding all that you've gained."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.