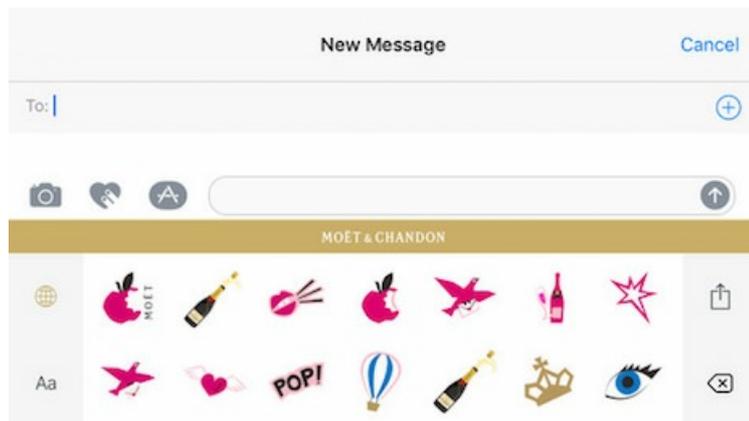


FOOD AND BEVERAGE

## Mot & Chandon chats with digital natives ahead of Valentine's Day via emojis

February 1, 2017



*Mot & Chandon emojis for Apple devices*

By STAFF REPORTS

LVMH's Mot & Chandon is communicating with ros lovers through fun and flirtatious emoji stickers and customizable bottles for Valentine's Day.

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February marks the official beginning of ros season, and with Valentine's Day situated within its midst, Mot & Chandon is targeting consumers headed for a romantic evening or a "Galentine's Day" fete among friends. While Mot & Chandon's often markets how sparkling wines are not only for New Year's Eve celebrations, Valentine's Day is one of the category's primary times of year.

### Sending a message

For Valentine's Day, Mot & Chandon has released two limited-edition bottles of its Ros Imperial sparkling wine.

The Mot & Chandon Ros Imperial Emoji Bottle as well as the gift box version are dressed in a baby pink sleeve. Included with every bottle is a sheet of Valentine's Day-inspired emoji stickers that can be used to personalize the bottle for the intended recipient.

With an accessible suggested retail price of \$49.99, young consumers may see the romantic holiday as a suitable time to sample Mot & Chandon's sparkling wines. A higher priced \$69.99 Mot & Chandon Grand Vintage Ros 2008 is also available for a toast or paired with a meal.



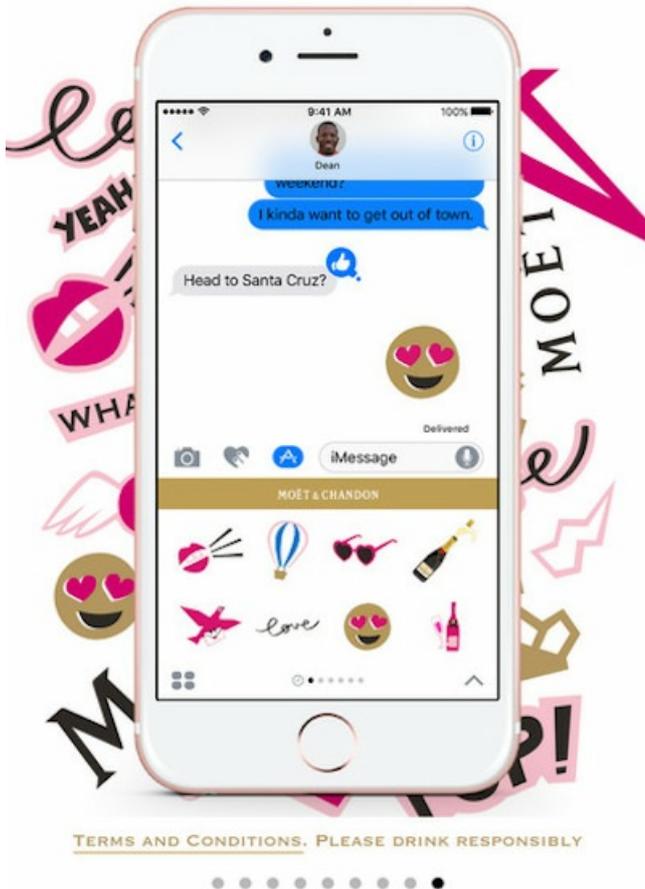
*Mot & Chandon limited-edition bottles for Valentine's Day*

A mobile version of Mot & Chandon's emoji stickers is also available to personalize SMS messaging. The branded keyboard application is compatible with Apple and Android devices and can be used for all messaging applications.

The fun and flirty sticker options include mini animated Mot & Chandon bottles with popping corks, lips, hearts, a hot air balloon and a carrier pigeon dropping off Valentine's Day notes, among others.

Mot & Chandon's keyboard app can be downloaded from the [App Store](#) and [Google Play](#).

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*Mot & Chandon Valentine's Day-themed emoji keyboard on an Apple device*

Branded keyboard are quickly gaining ground among luxury marketers looking for an interactive way to communicate their brand messages to digital-native Gen Zs.

For example, British accessories maker Anya Hindmarch brought its sticker concept to mobile with the debut of branded iMessage emojis.

Available for iOS devices, Anya Hindmarch's sticker keyboard includes motifs brightly colored emojis such as pills, hearts and bananas seen on the runway as well as comic book-style phrases and exclamations. An Anya Hindmarch alphabet is also included in the app ([see story](#)).