

FOOD AND BEVERAGE

## Chandon shows off how it actively listens to sparkling wine drinkers

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*Chandon's new video series answering consumers questions*

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LVMH-owned Chandon is answering the most queried searches from consumers in the United States with a special video series.

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The sparkling wine maker is clearing up various misconceptions about its brand and wine with its new series. Each "Chandon Lesson" will touch on a subject that is most queried on Internet search engines.

"The video series is important because we are actively listening to our consumers," said Anne-Sophie Stock, brand director at **Chandon**, New York. "At Chandon we are not just California, but global sparkling wine experts, however we know many of our consumers enjoy our products often, but don't know much about them.

"These videos are a vehicle for us not only to entertain, but to educate," she said.

### Chandon campaign

Chandon is mixing entertainment with education in its new video series. Hosted by its winemaker Pauline Lhote and designer Rebecca Minkoff, the video series takes on a new subject for each episode.

Episodes one through four have recently been released with many more to come.

"Breaking Down Bubbly," the first video in the series, touches on various misconceptions in regards to location. Ms. Lhote and Ms. Minkoff explain where each type of wine comes from and that the Chandon brand is from California.

The videos keep up the entertainment factor with small banter between hosts and comedic elements.

For instance, in the second episode the hosts discuss each type of sparkling wine and where they get their names. Categories such as brut, ros and Sweet Star are touched upon.

When Ms. Lhote is explaining that ros gets its pinkish color from more contact with the grapes, Ms. Minkoff attempts to dunk grapes into the sparkling wine. However, Ms. Lhote corrects her by saying, "Not like that," in a whisper.



### *Chandon's comedic video*

The winemaker then explains that Chandon's ros gets its color by blending in Pinot Noir. Ms. Minkoff asks, "like this?" and can be seen pouring Pinot Noir into a bottle of Champagne through a funnel.

Again, the fashion designer is corrected when Ms. Lhote explains, "Not like that."

Other videos in the series touch on similar topics such as "How long does bubbly last" and "How to open a bottle."

Chandon's edutainment content series will be shared on its social media platforms to attract a wide range of consumers.

### *Chandon's first video in the series*

#### Humor in video

Similar to Chandon, brands are often using humor in video to connect to consumers.

For instance, Richemont-owned accessories label Lancel recently focused on the emotional bond between woman and handbag in a playful push for its June collection.

In a series of social films, the brand touts the handbags' multipurpose functionality through etiquette lessons on the do's and don'ts of ownership. Unlike other fashion categories, handbags hold a unique position in a woman's wardrobe, leading to a natural bond that marketers often speak to ([see more](#)).

Toyota Corp.'s Lexus showed its sense of humor as it debuted an imagined feature aimed at clearing the road ahead.

In honor of April Fools' Day, the automaker unveiled a "Lane Valet" that will shift slow drivers out of the left lane, supposedly making roads safer in the process. While fake technological advances may cause some confusion for the gullible, pranks allow brands to connect with consumers over a shared laugh that goes beyond promotion ([see more](#)).

"Lots of brands are focusing on video, it's a hot medium," Chandon's Ms. Stock said. "What is different about our campaign is that we effectively crowdsourced what the content should be by using the most common search teams around sparkling wine on Google to define what subjects consumers want to know more about. "