

FOOD AND BEVERAGE

## Moët & Chandon toasts to life's memorable moments

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*Moët & Chandon's "Must Be" focuses on moments big and small. Image credit: Moët & Chandon*

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By SARAH JONES

LVMH-owned Champagne house Moët & Chandon is modernizing its brand with a global campaign that presents the sparkling wine as the choice for celebrations of all sizes.

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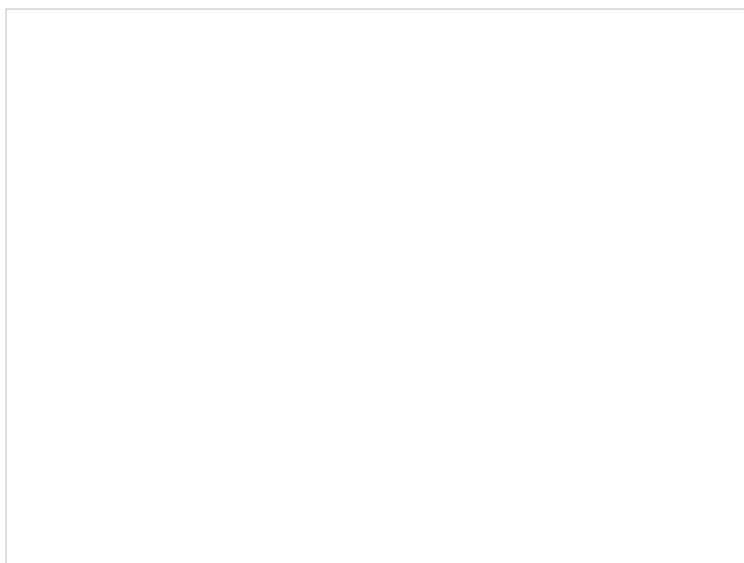
"Must Be" presents a series of scenarios that are deserving of bubbly, from hanging out with friends to making a stage debut. In recent years, Moët & Chandon has sought to make consumers think of Champagne as an ideal beverage for more than formal affairs, appealing to younger generations.

"Moët & Chandon's 275-year-old heritage and pioneering vision have redefined the art of celebration," said Renaud Butel, vice president of **Moët & Chandon USA**, New York. "This new 'Must Be Moët & Chandon' platform focuses on life's memorable moments, both big and small.

"This film was conceptualized to showcase that in life, it is not the days that we remember, but the moments," he said. "The film displays a profusion of emotions that make up some of life's remarkable moments, highlighting Moët & Chandon's wide range of wines and that there is a style of Champagne for every moment worth celebrating. Life's most memorable moment's must be Moët & Chandon."

Moët for any day

Directed by Manu Cossu, Must Be is centered on the idea that people remember moments rather than days. The spot aims to position Moët as the choice to celebrate life's moments, both big and small.



*Behind the scenes of Must Be. Image courtesy of Moët & Chandon*

The 90-second film flips between clips of various individuals having a significant, memorable moment.

An astronaut is seen reaching the surface of Mars for the first time, as crowds look on in New York's Times Square. Another storyline follows a ballerina as she moves from backstage to twirling in front of an audience.

Must Be also captures less public moments.

A man is seen running through city streets. The film later shows that his destination was a hospital room, where a child has just been born.

The spot also features more expected scenes tied to Champagne, such as a lively party filled with confetti.

Embedded Video: <https://www.youtube.com/embed/6mfOx3uwfd8>

### *Must Be - Moët & Chandon*

Must Be debuted on Saturday, June 9, coinciding with Moët Grand Day. Celebrated around the world, the 24-hour affair will include the first Rosé Day LA.

Held at a ranch in Malibu, CA, the day centered around the blush colored wine included DJ sets, games and food.

"The launch of 'Must Be' was designed to coincide with Moët & Chandon's annual Moët Grand Day, a day of sparkling celebrations around the globe where, for 24 hours, friends and guests of the house will come together to raise their Champagne glasses in a worldwide toast," Mr. Butel said. "This worldwide celebration perfectly fell upon National Rosé Day here in the United States this year, exemplifying the 'Must Be' idea that no matter what you're celebrating this summer, there must be a style of Moët & Chandon rosé right for the occasion.

"Moët Grand Day will be celebrated in over 80 countries this year, bringing together over a million people ranging from Hong Kong and Lagos to Geneva and Montreal."

### Marketing moments

Must Be marks Moët & Chandon's first global advertising campaign since 2015, when it uncorked a new platform with a millennial focus to reinforce that any occasion can call for bubbly.

Moët & Chandon's "The Now" built off the Champagne brand's previous initiatives centered on #MoetMoments, an effort with a similar theme that encourages consumers to live in the moment. Champagne brands often market themselves as being suitable for all occasions by taking a "thrill of living" approach in communications ([see story](#)).

The Champagne maker also encouraged millennials across the United States to celebrate "every last moment" of 2015 through a virtual toast.

Moët & Chandon's marketing looks to capture a "live in the moment" spirit that pairs the wine with a variety of occasions, from a bonfire at the beach to New Year's Eve, rather than the traditional and somewhat stuffy associations ([see story](#)).

"The 'Must Be' platform will be showcased throughout all of Moët & Chandon's upcoming launches and activations throughout the year, modernizing the brand by showcasing the wide range of expressions of Moët that will amplify life's celebrations," Mr. Butel said.

"Whether on the beach this summer enjoying Moët Ice, at a picnic with Imperial Rosé, or celebrating a wedding with a Grand Vintage, 'Must Be' continues to express how life's big and small moments are worth celebrating with Moët & Chandon," he said.