

MOBILE

Hennessy introduces limited-edition collaboration bottles with mobile offerings

July 20, 2011



By RACHEL LAMB

LVMH's Hennessy is promoting its collaboration with the artist Kaws for a limited-edition bottle that can be previewed by scanning 2D bar codes and SMS calls-to-action.

Sign up now

Luxury Daily

Consumers who scan the QR codes are taken to an exclusive video that shares the back-story of the partnership, and are invited to text a keyword to a short code. The limited-edition bottle will be available in September.

"Engaging with the consumer at a moment of impulse by an easy-to-use interactive mobile media element like QR codes helps the brand converse with its consumers and gain valuable feedback on that dialogue," said Laura Marriott, Victoria, British Columbia-based CEO of **NeoMedia**.

"A QR code is a great way to encourage consumer adoption and interaction, as well as gauge the campaign success metrics in real time," she said.

Ms. Marriott is not affiliated with Hennessy or LVMH, but offered to comment as a third-party expert.

LVMH Moët Hennessy Louis Vuitton owns Hennessy.

Hennessy could not respond before press deadline.

Kaws are out

Hennessy is previewing the new bottle with a video featuring the collaborative artist, Kaws.

Consumers can scan a 2D bar code and are brought to the video.

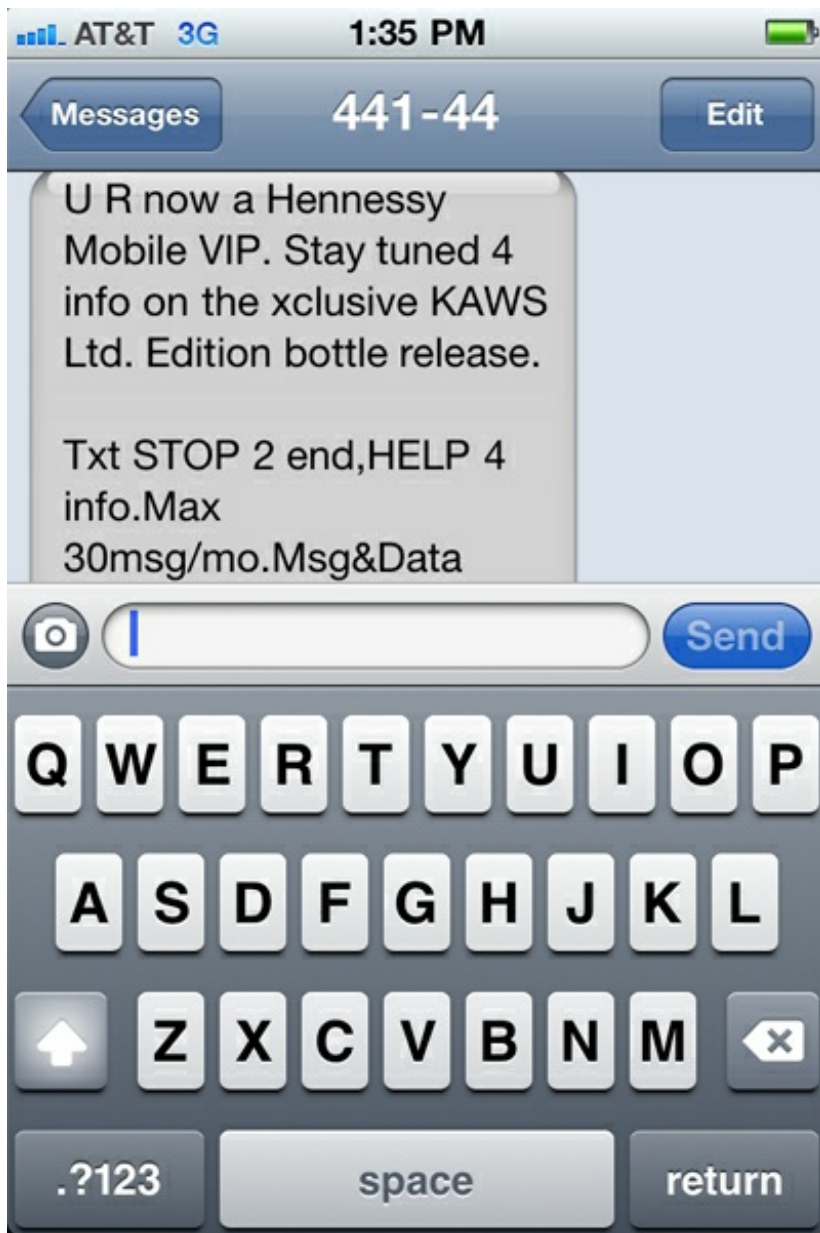
The video found on the mobile site

At the end, consumers are invited to become a Hennessy mobile VIP member by texting “Hennessy” to the short code 44144.

Consumers who participate are told to stay tuned for information on the Kaws limited-edition bottle release.

The new bottle design will debut next week at a private launch in New York.

The spirit will be sold nationwide in 750ml sizes and will retail for \$29.99, per the brand.



Text from Hennessy

In addition to the bottle, Hennessy and Kaws will create multiple digital shorts which will be distributed throughout the year.

Consumers can also watch the teaser video at <http://www.myhennessy.us>.

“The QR-based program will also help the brand stand out from the competition, engender loyalty and encourage sales,” Ms. Marriott said.

“All brands can benefit from using QR codes, if done in the right way,” she said.

Calling out

Consumers who participate in the SMS call-to-action also have the option to view in other mobile offerings from Hennessy.

Consumers are then brought to a mobile-optimized site that features another promotion for Hennessy Remixed, where they are shown a short video of the Hennessy Remixed label which comes in apple, citrus, ginger and berry.

Once on the site, users are encouraged to view Hennessy-promoted events, access cocktail recipes with the spirit and share via social networks.

Hennessy is most likely trying to appeal to a younger audience, given the nature of its marketing.

“Hennessy is a high-end spirit brand, so it is likely that they will be looking to target a relatively affluent market – and, of course, one that is over 21,” Ms. Marriott said.

“QR codes offer an ideal means of targeting messages to specific demographic and consumer preferences, right at the moment of the scan,” she said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

© Napean LLC. All rights reserved.

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