

FOOD AND BEVERAGE

## Hennessy visualizes tasting notes for entertainment with innovative technology

September 12, 2018



*Hennessy creates visuals for its notes. Image credit: Hennessy*

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By BRIELLE JAEKEL

LVMH-owned cognac brand Hennessy is bringing its tasting notes to life with help from an accomplished film director to create entertainment rather than advertising with an added modern twist.

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Debuting worldwide throughout a variety of mediums, Hennessy's new advertising campaign uses science-fiction film techniques to bring users into a sensory world of the cognac's tastes. In addition to a full film created by director Ridley Scott, a series of seven 3D advertisements will act as a precursor to its launch.

"Luxury appeal is about emotion, it's about building a dream," said Thomas Moradpour, global chief marketing officer for Hennessy. "Who better than a world-creator like Ridley Scott for Hennessy X.O, the iconic flagship of our range, the Original X.O?"

### Taste of Hollywood

As so many mass and luxury brands look to become entertainers and publishers rather than advertisers to cater to the shrinking attention span of the modern consumer, Hennessy is adding another layer to this tactic.

Mr. Scott is known for his creation of acclaimed films such as "The Martian," "Alien," "Bladerunner" and "Gladiator," all of which depict visually stimulating worlds.



*Mr. Scott at work. Image credit: Hennessy*

He will bring this expertise to creating the worldwide campaign for Hennessy.

In a filmed conversation with Hennessy, the director explains that he chose to take on his first advertising campaign in 15 years because this is more art than commercial. Mr. Scott always said that if something special came along in the advertising world he would take it, and Hennessy's latest campaign is special.

While the cognac label has only stated that the film will be "an epic visual journey that explores seven taste-scapes in a surreal, sensory narrative," it has announced it will launch in 2019.

Mr. Scott's production team, RSA films, is working to produce the film in tandem with advertising agency DDB Paris.

A visual trend lab, Foam Studio, is working with the agency to create the 3D ads, which will premiere prior to the full commercial's release. The 3D ads will each consist of their own tunnel, representing a different tasting note in the cognac such as sweet, rising heat, spicy edge, flowing flame, chocolate lull, wood crunches and infinite echo.

Hennessy claims the virtual reality ads will be a "tactile, hyper-graphic and poetic visual that hovers between reality and the mythical."



*Hennessy's tasting notes displayed in visuals. Image credit: Hennessy*

Many luxury brands are looking to create more entertaining content instead of standard, flat advertising, because consumers today are more complex. With so much content overloading their senses, it is imperative for these brands to take on this approach to grab and hold their attention.

Hennessy's 3D element to the campaign makes the advertising initiative more innovative and distinct.

Hennessy and visuals

The cognac brand often shares visual takes on the various flavors within its product.

Hennessy created a visual representation of its iconic X.O cognac for a holiday initiative last year that helped buyers with one-of-a-kind gifts for the season.

A limited-time pop-up store for Hennessy opened in the Shops at Columbus Circle in New York. The special store engraves complimentary messages on its bottles of purchased XO, in a store that brings its notes to life, along with a short film series ([see story](#)).

The brand also took its advertising to a global scale and used data capturing to maximize its efficiency last summer.

A series of photography was shared on digital outlets and beyond on a worldwide scale. Hennessy's Paradis Imperial cognac was promoted in the "Made of Precision" initiative, its first global campaign ([see story](#)).

"His mastery and imagination are unsurpassed, he will capture our audience's hearts and minds," Mr. Moradpour said.

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