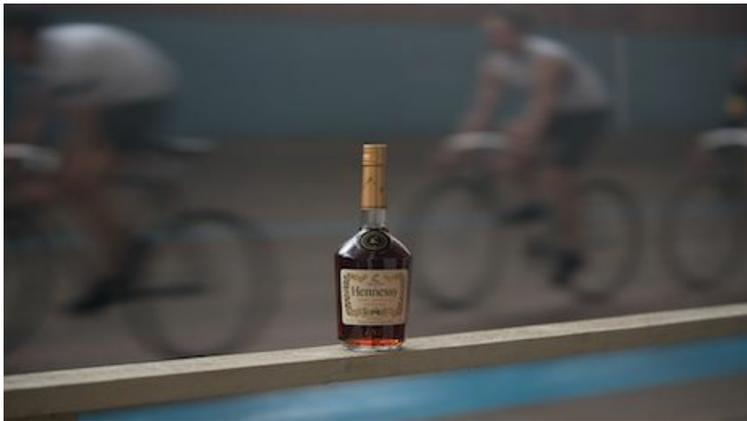


FOOD AND BEVERAGE

## Hennessy capitalizes on Super Bowl prohibition lift

January 28, 2019



*Hennessy is one of the first luxury liquor brands to advertise during the Super Bowl. Image courtesy of Hennessy*

By SARAH RAMIREZ

LVMH-owned cognac brand Hennessy is embracing the spirit of competition in its first Super Bowl advertisement.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Although Hennessy is reairing an earlier campaign, its involvement in the Big Game is still notable. While the National Football League ended its ban on liquor advertisements during games starting with the 2017 season, spirits commercials remain limited due to other network television regulations and contract stipulations, allowing Hennessy the chance to stand out in its category during the prime marketing event.

"We felt there was no better way to spotlight the remarkable yet widely unknown story of Marshall 'Major' Taylor who was a true pioneer and world class athlete," said Giles Woodyer, senior vice president at **Hennessy U.S.**, New York. "The Super Bowl provides an unparalleled stage to share this inspiring 'Never stop. Never settle.' journey, which may be explored further by experiencing our short form documentary."

### Major moment

Hennessy is airing its spot about cycling champion Marshall "Major" Taylor in select markets between the third and fourth quarters of the Super Bowl.

Spirits ads are prohibited from having a football theme. The National Football League has long worked to avoid association between its players and liquor.

By featuring an inspiring story about a successful athlete unknown to many of today's audiences, Hennessy can still capitalize on the competitive spirit associated with the Super Bowl.

### *Hennessy's Super Bowl spot about cycling champion Marshall "Major" Taylor*

The cognac brand has long had a fascination with Mr. Taylor, who in 1899 became one of the first African-Americans to win a world championship. Hennessy's original campaign with Mr. Taylor aired in April 2018 and is being repurposed for the Super Bowl.

Hennessy first published a deep-dive documentary into Mr. Taylor, better known as "Major," and his career. During

the film, experts explained that not only was Mr. Taylor impressive as the first African-American cyclist, but as cyclist in general.

Extending the initial campaign, Hennessy has worked with Pyer Moss, Affinity Cycles, The National Brotherhood of Cyclists and Kadir Nelson to build a modern recreation of the bike Mr. Taylor used when he first broke the race barrier in cycling ([see story](#)).

#### Luxury at the Super Bowl

Among luxury brands, automakers are the biggest players during the Super Bowl. Mercedes and Audi have previously participated with their own campaigns.

Ahead of this year's game on Feb. 3, Lexus is touting its crossover SUV and updated safety features in a tongue-in-cheek video.

In a departure from its campaigns emphasizing craftsmanship, Lexus is sharing a humorous look at a mock safety system inspired by its UX sport utility vehicle. By finding inspiration from a hot topic among football fans, the campaign can engage with a mass audience ([see story](#)).

Aside from carmakers, U.S. jeweler Tiffany & Co. debuted a new fashion jewelry collection during a 60-second television spot premiering during Super Bowl LI in 2017.

In a first for the brand, Tiffany's commercial featured singer Lady Gaga, who performed during that season's Super Bowl Halftime Show. The singer is known as "fiercely feminine and fearlessly original," qualities that reflect Tiffany's campaign message of female confidence, beauty and substance ([see story](#)).

"We are excited to join this premier event and delighted to be in the company of many other of the world's great brands," Hennessy's Mr. Woodyer said.