

FOOD AND BEVERAGE

## Hennessy gets into the ring to show champions do not rest

November 1, 2019



*Canelo Alvarez for Hennessy. Image credit: Hennessy*

By STAFF REPORTS

LVMH-owned cognac brand Hennessy is in Mexican boxer Saul "Canelo" Alvarez's corner ahead of the athlete's next fight.

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Hennessy has launched a digital campaign before Mr. Alvarez's fight on Nov. 2 against Sergey Kovalev, looking at the boxer's journey to reach his champion status. The liquor label's effort takes its "Never Stop. Never Settle." philosophy to the ring, connecting the brand to Mr. Alvarez's push for greatness.

### Champion challenge

In 2017, Hennessy struck a partnership with Golden Boy, the boxing promotions company that counts Mr. Alvarez in its camp. The collaboration includes events, cross-channel promotions and digital videos.

Hennessy's latest spot for the partnership was directed by Daniel Askill, the filmmaker behind music videos such as Sia's "Chandelier" and ads for brands including Dior Homme, BMW and Lexus.

At the start of the spot, a series of stools float through the air, eventually landing on the floor in a line. These 55 seats represent the 55 fights that Mr. Alvarez has taken to reach his current place.

As the camera pans down the line of chairs, announcers' voices can be heard.

The concept upends the normal role of a stool as a place to rest and recuperate, with the idea of never stopping. In contrast to this, Mr. Alvarez is said to use the chair to contemplate his next move.

Mr. Alvarez gets up and moves around the ring, fighting an imagined opponent. The spot leaves the viewer with the idea, "Where others rest, a master rises."

*Hennessy developed a campaign ahead of Canelo Alvarez's fight*

Mr. Alvarez moved up two weight classes to specifically challenge Mr. Kovalev, who is the current WBO light heavyweight champion. Mr. Alvarez has previously achieved world champion status at three different weights, and

he is favored to win the match.

Along with highlighting sports mastery, Hennessy is partnering with Mr. Alvarez in a further effort to support cultural diversity.

Hennessy recently celebrated Hispanic Heritage Month by teaming with Colombian recording artist Maluma in another initiative towards cultural inclusion. Through the partnership, Maluma had a first hand look at the craftsmanship behind cognac ([see story](#)).

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