

FOOD AND BEVERAGE

## Hennessy goes on global journey to track ambassador's personal path

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*Henry Golding for Hennessy. Image courtesy of Hennessy*

By SARAH JONES

LVMH-owned cognac house Hennessy is embarking on a cross-continental journey to document the ways in which a change of place can help to shape a person's trajectory.

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The spirit brand's series "Greatness is an Odyssey" follows actor and prestige and rare cognac collection ambassador Henry Golding as he retraces his steps and various hometowns as he prepares to make a move to Los Angeles. The campaign takes Hennessy's philosophy of "Never Stop. Never Settle" literally, as Mr. Golding flies around the globe to connect with his past and future.

**Hennessy** was reached for comment.

Actor ambassador

Hennessy has named Mr. Golding as its first ambassador specifically for its rare and prestige cognacs.

Mr. Golding's acting career launched when he starred in the 2018 film "Crazy Rich Asians." Prior to acting, the Malaysian-British actor was a television host.

The first chapter of Hennessy's series takes place in the U.K. Mr. Golding first stops off in London. While snapping photos from the back of a car, the actor's voiceover explains that the city was where he "blossomed" and was able to "venture out into the wild."

Mr. Golding stops off in East London, where he lived as a 19-year-old when he decided to try his hand at becoming a television host.

After visiting the place that shaped him as a young man, Mr. Golding heads to his hometown of Surrey. He moved to the English countryside from Malaysia at the age of 9.

Mr. Golding brings his father a bottle of cognac and they share drinks on the rocks.



*Henry Golding with his father. Image courtesy of Hennessy*

Chapter two takes place in Singapore, Mr. Golding's hometown for about eight or nine years with his wife. Aside from building a life in the city, it also served as the backdrop for his first film.

Now that Mr. Golding is taking on a film career, he has decided to move to Hollywood. Hennessy follows him as he nostalgically looks at what he will miss about Singapore, including friends and food.

Sharing drinks with his friend, Mr. Golding explains his place as a global citizen. Later, he speaks to his idea of "Never Stop. Never Settle."

The third chapter opens as Mr. Golding drives around Los Angeles at night. The actor shares that a lot of his focus has been on preparing for his next project.

Viewers follow along as Mr. Golding meets with a trainer to condition himself for stunts for the upcoming film.

#### *Hennessy's Greatness is an Odyssey*

The series ends as the actor talks about taking risks how the only thing that could stop him now is himself.

Hennessy's campaign is centered on YouTube, as well as the brand's and Mr. Golding's social channels. The effort will be running through January.

#### Keep moving

To communicate its brand positioning, Hennessy often turns to digital content surrounding its ambassadors.

For instance, the cognac label was in Mexican boxer Saul "Canelo" Alvarez's corner ahead of the athlete's recent fight.

Hennessy 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 ([see story](#)).

Along with casting a film actor in its latest campaign, Hennessy has looked to the film world for other marketing efforts.

Hennessy is exploring the taste notes of one of its most popular spirits in a science fiction-inspired film.

A collaboration with director Ridley Scott, "The Seven Worlds" is a journey through the sweet and spicy flavors that make Hennessy X.O. unique. The complex film moves away from the brand's heritage as X.O.'s 150th anniversary approaches in 2020 ([see story](#)).