

MARKETING

LVMH's Hennessy Cognac to break first commercial to mark NBA sponsorship

February 13, 2020



Hennessy tapped ad agency Droga5 to create a spot called Lines to acknowledge the Cognac brand's new appointment as the official spirit of the National Basketball Association. The spot airs on TV, digital and social channels. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH's Hennessy will debut its first sponsorship-touting television commercial after it signed a multiyear deal to make the Cognac brand the official spirit of the United States' National Basketball Association and its affiliate franchises.

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The 30-second spot will air on the TNT channel Thursday night and during the weekend, including the NBA All-Star Game and Rookie Game. A shorter version 15-second will air on ESPN during the NBA All-Star Celebrity Game.

Spot on

Created by ad agency **Droga5**, the commercial will also air across digital and social media platforms to publicize Hennessy's appointment as the official spirit of the NBA.

Voiced-over by Hennessy brand partner and musician Nas, the spot called Lines highlights how the world's No. 1 Cognac celebrates those who push the game forward and raises a glass to a game that is expanding in popularity.

The commercial's debut comes soon after the Feb. 10 announcement that Hennessy had signed a multiyear deal to make the Cognac brand the official spirit of the National Basketball League and its affiliate franchises.

Hennessy displaced top-selling U.S. whiskey Jack Daniel's as the official spirits partner of the NBA, Women's National Basketball Association and USA Basketball. Terms of the deal were not disclosed.

"The partnership between Hennessy and the NBA has united two global brands with longstanding shared values and a passion for pushing the limits of potential," said Giles Woodyer, senior vice president at Hennessy U.S., New York.

"There's an energy pulsing through the NBA that compels it to evolve, making this forward-thinking league the perfect embodiment of Hennessy's Never stop. Never settle' ethos," he said.

While this spot is the first to commemorate Hennessy's sponsorship of the NBA, it is not the first time for the liquor brand to advertise during the basketball games.

Hennessy in June ran TV advertising to tap into the NBA Finals audience, focusing on craftsmanship, which is a continual theme for luxury brands, especially those in the spirits sector ([see story](#)). Last month Hennessy also ran its first Super Bowl spot, so it has had a dry run with the NBA TV audience before the sponsorship spot broke ([see story](#)).

Spirit of the game

The **NBA** is one of the most popular sports franchises and one of the most-watched in the United States.

Hennessy stakes claim to be the world's best-selling Cognac, with more than 250 years' skin in the game.

The partnership with the NBA goes live this month during NBA All-Star Game 2020 in Chicago.

Hennessy will serve as an associate partner of the NBA Celebrity Game presented by Lay's Ruffles, a chip brand, and as a presenting partner of the pre-game red carpet.

The 69th NBA All-Star Game takes place Feb. 16 at the United Center in Chicago, airing live at 8 p.m. ET on TNT and ESPN Radio in the U.S.

NBA All-Star 2020 will reach viewers in more than 200 countries and territories in nearly 50 languages on their televisions, computers, mobile phones and tablets.

It is this audience reach and NBA programming that attracts Hennessy.

"We feel very fortunate to be partnering with an organization that offers so many diverse associations and opportunities to embrace the spirit of the game," Mr. Woodyer said.

"Hennessy will celebrate across each of these by creating, commemorating and sharing special stories, experiences and moments that highlight the Never stop. Never settle' mindset and serve to push the game forward," he said.

Hennessy x NBA: Lines

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