

FOOD AND BEVERAGE

Mot delivers the gift of bubbles in new holiday campaign

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Mot is giving the gift of bubbles this holiday season. Image credit: Mot & Chandon

By NORA HOWE

LVMH-owned Champagne brand Mot & Chandon has released a light-hearted and humorous holiday campaign, spreading the joy of sparkling wine and poking fun at the often mispronounced brand name.

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The French beverage company tapped United Kingdom-based Canadian comedian Katherine Ryan for its holiday video campaign. At a time when consumers may be disheartened by the global pandemic, the new campaign brings some playfulness and joy to the holidays.

"The rules are off this holiday season, and a little levity might go a long way to cap off a rollercoaster year like 2020," said Jasmine Bina, CEO and founder of **The Concept Bureau**, Los Angeles. "I think people will be reaching for any bit of cheer they can get in December, and the humor in this ad underscores the bubbly feelings we will all miss, especially if lockdowns are reinstated and people find themselves celebrating alone.

"Just the image of a woman greeting her neighbors with a gift in person, all without masks, is a stark contrast to reality," she said. "But at a time like this, it's hard for a luxury consumer brand to land on the razor's edge between poignant and emotional, without falling into depressing and dark territory."

Humor for the holidays

The campaign concept was born from the brand's desire to bring a bit of festive joy and light-heartedness to consumers in the U.K. Since 1743, Mot has strived to share the magic of Champagne and spirit of generosity with everyone.

Created in collaboration with Ms. Ryan and featuring numerous long-standing friends of the brand, the campaign features the comedian driving around town, hand-delivering bottles of Champagne. It also playfully touches on the correct pronunciation of the brand name, and common mispronunciations.

Gifting "Mo-wet" by Katherine Ryan Mot & Chandon

Ms. Ryan is shown driving a milk truck to various locations, but instead of delivering bottles of milk, she delivers bottles of sparkly Mot & Chandon Champagne wrapped with bright red bows.

"Please let me go I'm making important delivers," Ms. Ryan says in response to the cacophony of car horns.

"Santa, baby, put some Mot under my tree, for me," she sings to the tune of the classic "Santa Baby" by Eartha Kitt. "It's Mo-wet not Mo-way," she continues jokingly.



Comedian Katherine Ryan delivers a bottle of Champagne to a group of holiday singers in campaign video. Image credit: Mot & Chandon

During her gift giving excursion, Ms. Ryan comes across friends and even a choir. She also breaks the fourth wall to cheekily address the audience.

A major theme of the 90-second campaign is how many people mispronounce the brand's name. Through a humorous and self-aware approach, Mot & Chandon continues to spread the delight of Champagne while setting the record straight on how to correctly pronounce the name.

Self-aware marketing

Many luxury brands have had to deal with consumers mispronouncing their names, criticism towards business strategies, counterfeit culture and more. Like Mot & Chandon, some brands have utilized self-awareness in their marketing strategies, making fun of the very jokes or circumstances used against them.

In October, Italian fashion house Gucci boldly poked fun at knockoff products and counterfeit culture with a ready-to-wear collection.

Drawing inspiration from a retro appropriation of the logo featuring the green and red stripe, Gucci embellished the same logo with the motto "Fake/Not" on a collection of shoes, outerwear, scarves and accessories. Rather than taking legal action, the Italian fashion house attempted to beat counterfeiters at their own game by simply and humorously becoming an active participant ([see story](#)).

In early 2018, French fashion house Balenciaga commented on paparazzi-worthiness in its spring/summer 2018 collection campaign. The brand echoed shots seen in tabloids of Hollywood celebrities as they navigate exiting buildings or walking the streets.

The campaign served as social commentary on the public's obsession with celebrities, who, after the red carpet and social media, are luxury brand's go-to influencers for style trends ([see story](#)).

"Gift giving and humor share the same tone," said Chris Ramey, founder of [The Home Trust International](#), Palm Beach. "Luxury doesn't always have to be serious."