

INTERNET

## Moët & Chandon sparks celebration of love with St. Valentine's Day video

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By KAYLA HUTZLER

LVMH-owned Champagne brand Moët & Chandon has ventured into social video to promote its new customizable St. Valentine's Day rosé bottles.



The video is called "Tag your love" and can be found on the brand's Facebook page. Video has become a favorite advertising channel amongst luxury brands this year, likely due to its ability to engage consumers for longer amounts of time than a banner or print advertisement.

"It is a great use of online video," said John Cecil, president of **Innovate Media Group**, Costa Mesa, CA. "Not just [for] the social aspect of it, but being that it is a product that is difficult to explain via text or words. The video gives [Moët & Chandon] a fun and dynamic way to show that a consumer can customize the bottles."

"The concept of going beyond the 30-second spot to describe a product is a great opportunity for the brand," he said. "What makes this social is that they are really not talking about Champagne but a feature that is connected to their product that makes it social."

Mr. Cecil is not affiliated with Moët & Chandon, but agreed to comment as a third-party

expert.

Moët & Chandon did not respond by press deadline.

Bubbly love

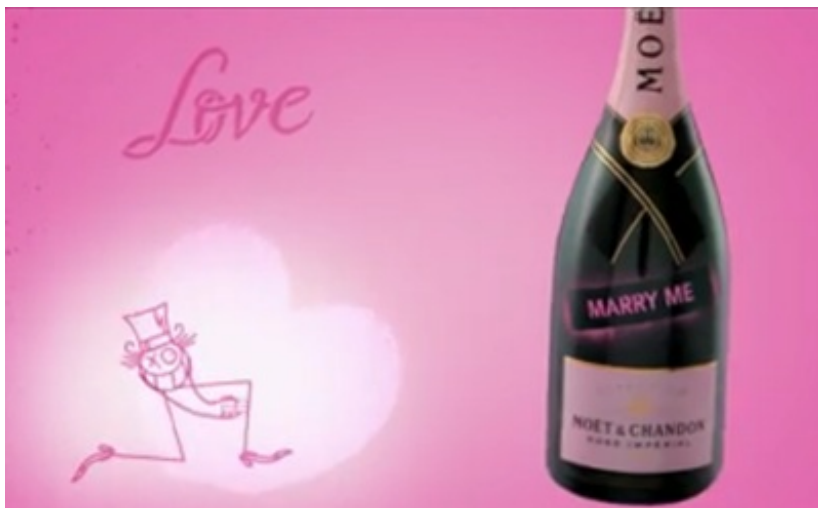
Moët & Chandon's video is done almost entirely in pink and features a dark pink stick figure as the main character.

The stick figure uses spray paint to outline a large Champagne bottle inside of which a pyramid of smaller images of Moët & Chandon bottles appear.

The outline of the words "tag your love" are spray-painted across the bottles, which burst and explode soon after the last letter of "love" appears.

Moët & Chandon then shows how it spray paints the messages onto the bottle and goes through a variety of different Valentine's day-themed notes that a consumer could write.

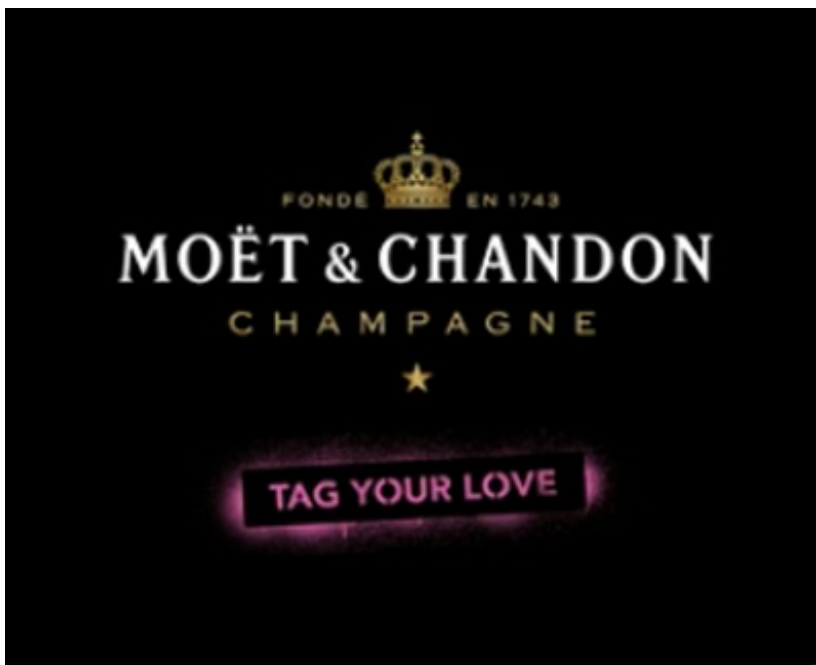
For example, the first bottle reads "marry me," another reads "lets fly to New York" and others read "I love you" or simply have a picture of kissing lips.



The Moët & Chandon stick figure acts out relating scenes next to the bottle.

The brand then goes on to show that the customizable bottles do not end with Valentine's Day and has a few phrases on the pink screen such as "Happy Mother's Day" and "It's a girl."

Moët & Chandon ends the video with its brand logo and the stick figure spray paints "tag your love" underneath.



Moët & Chandon used the similar theme of customization for its holiday marketing.

The brand had released a limited-edition, hand-crafted Golden Premium Jeroboam gold bottle that came with a special pen that customers could use to write messages on the bottle's gold foil ([see story](#)).

French toast

The social video is fun and light-hearted but still represents the luxury quality of Moët with its emphasis on bespoke options.

Moët & Chandon likely chose to implement social video for its Valentine's Day campaign due its ability to spark emotions, which is what the holiday is all about.

The video is currently only available on the brand's Facebook page at <http://www.facebook.com/moet> and therefore may increase Moët & Chandon's fanbase as people share the video with friends.

Luxury brands have been big fans of social video so far this year.

For example, French fashion empire Louis Vuitton is increasingly using video to engage fans and drive them to its online magazine called "New, Now" ([see story](#)).

However, the Champagne brand could have increased engagement even more by allowing the fans to purchase the customizable rosé bottle through Facebook for a limited-time.

Although the video alone will probably still increase user engagement since the one-minute video will hold consumers' attention for longer than a dormant print or banner ad.

"Moët & Chandon could have created a contest that would have made it more viral [such as] come up with the best tag line and win or customize a [digital] bottle [that] the fan could send to her friend on Facebook," Mr. Cecil said.

"This is something that brands need to think of," he said. "This video is great, but they need

to think about some sort of vehicle to get the video moving.

"People are not going to share just a video, a brand needs to connect it to something."

Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

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