

FOOD AND BEVERAGE

## Mot & Chandon commemorates tennis icon in #ToastToRoger campaign

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*Mot & Chandon gives props to the sportsman with whom it shares more than a decade of dedicated partnership. Image credit: Mot & Chandon*

By AMIRAH KEATON

LVMH's Mot & Chandon is raising a glass to Swiss tennis champion Roger Federer.

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In light of the longtime brand ambassador's retirement Mr. Federer has enjoyed the title, a definitive boost to brand marketing, since 2012 the French fine winery is honoring its 12-year relationship with the star, prompting fans to share in the festivities in new campaign content. A branded film sharing a montage of the athlete's greatest moments invites users to create their own commemorations on social media with the campaign hashtag "#ToastToRoger."

"It is a proud moment for Mot & Chandon to toast Roger Federer, an extraordinary ambassador whose close ties of friendship with the House will continue well beyond his professional tennis career," said Berta de Pablos-Barbier, president and CEO of **Mot & Chandon**, in a statement.

"We invite the whole world to join us in #ToastToRoger as he embarks on an extraordinary new life journey."

Changing course

Titled "#ToastToRoger Official Movie - Mot & Chandon," a freshly-published film gives props to the sportsman and philanthropist, signaling excitement for new beginnings while revisiting more than a decade of dedicated partnership.

South African professional rugby union player Siya Kolisi, whose initial words frame the film's arch, kicks off with a toast.

"Today, we would like to make a toast to a man who changed the course of history," Mr. Kolisi begins. After careful consideration, he modifies his statement.

"Actually, the history of the court."

*Mot & Chandon uses #ToastToRoger to tribute the iconic tennis player, nodding to his next chapter*

Now, Mr. Federer himself appears. Sauntering down a hotel hallway, he displays a satisfied grin of sorts, held only

by legends with a track record of his caliber.

The film transitions towards archived footage of Mr. Federer's stride, nearly identical in facial and bodily expression, showcasing the champion's consistency in a manner suggestively adjacent to the product at hand.

He returns a winning Grand Slam volley and falls to his knees in the scene from his past, now lauded once more by way of Mot & Chandon's digital pedestal.

Sports commentary overlays a present-day shot of the star staring out of a train window. The crystal-clear mountainside through which Mr. Federer travels is interspersed with additional gameplay clips of the champion.

"To the best rival, who always played like a gentleman," says Spanish professional tennis player Rafael Nadal, shown embracing his competitor as a past match culminates on screen.

Mr. Federer has apparently reached his destination at the start of a new, everglades-ridden scene. He treks through the forest with the same speed and ease that has brought him to new heights.

[View this post on Instagram](#)

A post shared by Moet & Chandon Official (@moetchandon)

His attitude is one without the hesitation that transition oft causes. Alongside Mot & Chandon, Mr. Federer is ready and willing to explore this new chapter.

Australian tennis legend Rod Laver and media magnate Anna Wintour also offer their personal praises amid the film.

Even Lynette Federer steps in with heartfelt regards.

"To my son, who never forgot to return the ball," the athlete's mother says.

Finally, Mr. Federer propels himself up the snowy mountain that was once an abstract and distant video setting, allegorically at that.

The video's plot doubles back to its initial subject in its final moments.

"Let us all make a toast, to Roger," he says, as dinner party guests stand, signaling their respects. "Here's to you, my friend".

Mr. Federer's wistful smile, hands raised high with Champagne in tow, and a young champion, hand outstretched to camera mid-court all blur together in the film's final seven seconds.

The clip's cast of characters, Mr. Federer's own friends and family, make the tribute feel like one of an extended family member, and not of a corporate powerhouse.

The spot is incredibly intimate in nature, and its commemorative message is clear, but perhaps what underlays the brand's "congratulations" is more potent: Mr. Federer's victory is shared with the luxury authority that he has chosen to represent throughout his glory years.

A memorable impression

The film's final frame features Mot & Chandon's primary ask: viewers are asked to create their own posts using #ToastToRoger on social media, to take part in the celebration.

Touting the tagline "The Greatest Toast Ever for the Greatest of All Times," the brand's campaign has imbued 3,220 total "toasts," or digital impressions in the form of social posts, thus far. This type of user-generated content (UGC) can be critical to a brand's bottom line.

Commissioned by retailer software service Bazaarvoice, a study conducted by Forrester Consulting found that when UGC is increased, this can lead to better conversions on product pages, at up to 100 percent improvement from 2 to 4 percent. Conversion rates for social and visual content reached a 200 percent improvement versus non-use, proving how beneficial it can be for brands and retailers to allow consumers to include photos or links to their social media accounts ([see story](#)).

With an impressive amalgamation of user-generated content and a running campaign page updated in real-time, the campaign installs legs beyond the capacity of its own social team in a smart, strategic approach to social. The buzz is especially timely considering Mr. Federer's final loss ever, to U.S. star Frances Tiafoe during Sunday's Laver cup men's tennis tournament.

The campaign's celebratory tone may actually aid in lifting the star's public image, proving that as the door to tennis closes, the path to lucrative brand deals based on legacy remains wide.

While other recently-retired tennis icons have chosen to front campaigns for some of the world's biggest brands over the years ([see story](#)), others want their own slice of luxury, taking the path less traveled by carving out their own companies.

In September 2019, sports icon and business mogul Michael Jordan joined NBA owners Jeanie Buss of the Lakers, Wes Edens of the Bucks, Emilia Fazzalari and Wyc Grousbeck of the Celtics to bring ultra-premium spirits brand Cincoro Tequila to the market.

The brand's first marketing push debuted with a campaign video, which uses reflection to signal Cincoro's past while designating its spot as a leader in the tequila category, the future of which it aims to redefine ([see story](#)).

The trend of athlete-owned entities signals a "watch this space" alert, existing as one of the rare crosssections where luxury marketers and sports fans come together with a full understanding of one another's piqued interest.