

FOOD AND BEVERAGE

## Grand Marnier welcomes chance encounters in new campaign

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*The unexpected pairing of Cognac and bitter orange liqueur yields a series of six short films showcasing unexpected encounters between unlikely entities. Image courtesy of Grand Marnier*

By AMIRAH KEATON

French liquor house Grand Marnier is lifting anomalies in a new global campaign.

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The unexpected pairing of disparate liqueurs has yielded a series of six short films showcasing unexpected encounters between unlikely entities. Taking aim at those looking to elevate their cocktail experience, the effort additionally involves a mixology activation.

"A ballet dancer and street dancer, a DJ and pianist with Grand Encounter we want to start a conversation about the limitless possibilities of unexpected pairings much like the sophisticated and audacious meeting of Cognac and bitter Orange liqueur and the elevated cocktail that is the Grand Margarita," said Julka Villa, global head of marketing at **Grand Marnier**, in a statement.

"We believe that when two very different worlds meet, new moments in culture can manifest into elevated experiences."

Close encounters

Grand Marnier's most recent offering involves multiple instances of a meeting of the minds.

In line with Louis Alexandre Marnier Lapostolle's unique founding vision and the subsequent development of a standout flavor profile, the campaign hopes to inspire audiences to look out for other unexpected combinations everywhere.

Stories and soundtracks vary, playing out on the digital stage.

*Grand Marnier presents "Grand Encounter - Lifestyle Dance"*

In one short second clip, a ballet dancer and street dancer meld styles, falling into harmony by the video's end.

In another, a pianist begins her work and is eventually joined by an electronic music mastermind, whose turntable work enhances those of the more traditional variety.

*Grand Marnier presents "Grand Encounter - Lifestyle Music"*

Directed by award-winning British director Jake Nava, who has worked with Beyonc, Adele, Britney Spears and other top music industry talent, the campaign films bring this sentiment home.

"With this campaign we hope to motivate people to take inspiration from the unexpected and push creative boundaries," said Mr. Nava, in a statement.

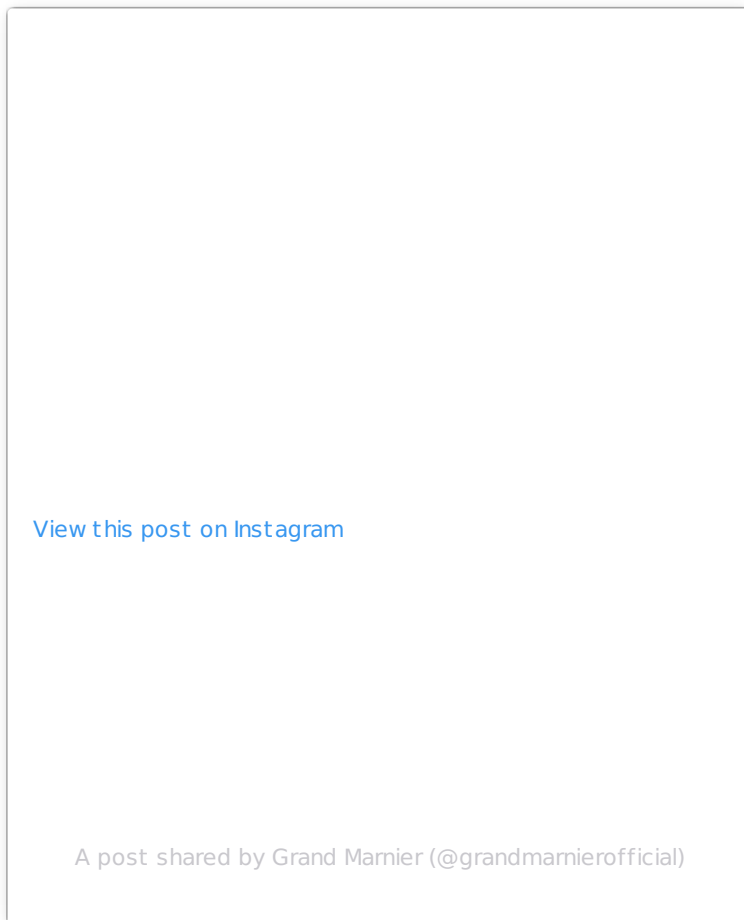
"Grand Marnier is a brand with great heritage and has experience in bringing two very different worlds together the marriage of bitter orange liqueur and Cognac," he said. "With this new campaign we are telling a story about the power of two worlds meeting and how this process can really help to elevate experiences and inspire new cultural moments."

Mixology magic

With distribution plans set for digital, print and POS channels, Grand Marnier's latest project is far-reaching in scope.

Online assets aside, the effort sees the remixing of two cocktails, the first of which the brand has dubbed the Grand Smash, a mix of Grand Marnier, lemon and mint for those with a taste for something new entirely.

The Grand Margarita sticks more closely to a classic, inserting a twist with the presence of the company's bold profile.



Besides base offerings, also featured amongst the series is Grand Marnier's Cuve Louis-Alexandre, an aged option sourced from some of the region's most exclusive areas.

As for the company's overarching campaign, uniting each element, messaging appears to focus on modern concepts inspiring new beginnings, new perspectives, new heights and a refined drinking experience for those wanting to try something new, with the marriage of bitter orange liqueur and Cognac.

"We can't wait to see this campaign roll out across the globe, and what Grand Encounters it will inspire," Ms. Villa said.