

FOOD AND BEVERAGE

## Nespresso screens celebrity-powered spot exclusively at Cannes Film Festival

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*The stars have teamed up to promote the range of drinks made possible with Nespresso's Vertuo coffeemaker. Image credit: Nespresso*

By ZACH JAMES

Swiss coffee giant Nespresso has brought on new faces to its roster of superstar talent.

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Joining longtime global ambassador George Clooney, actors Julia Garner and Simone Ashley share a round in a new promotional film. The stars have teamed up to promote the range of drinks made possible with Nespresso's Vertuo coffeemaker.

"We are very excited to reveal our new campaign, bringing together George Clooney, Julia Garner and Simone Ashley for the first time," said Melanie Brinbaum, chief brand officer at **Nespresso**, in a statement.

"It brilliantly showcases the superior coffee styles that can be created through our Vertuo range, giving customers the unforgettable taste of Nespresso's coffee every time," Ms. Brinbaum said. "Matching people's personalities and moods to their drinking profiles really encapsulates what Vertuo is all about there's a coffee for every moment."

All bets are off

The promotional film, titled "The Bet," sees Ms. Garner and Mr. Clooney at a party taking bets on what other parties' coffee preferences are as they use a Vertuo machine.

*George Clooney, Julia Garner and Simone Ashley star in the promotional short film "The Bet."*

Comedic in nature, "The Bet," is a playful promotion of Nespresso's coffeemaker line while simultaneously announcing two new ambassadors for the brand.

Mr. Clooney bets that Ms. Ashley will select the "Intenso" pod for her drink, while Ms. Garner contracts that she will pick an iced variation, as she is in cahoots with Ms. Ashley. At the end of the film, Mr. Clooney is left with a barely-functioning vintage scooter, while the new ambassadors ride away gleefully in his sleek green convertible, as he lost the titular bet.

He attempts to ride away, adorned in a bright pink helmet, but stalls out.

"Working with Julia Garner and Simone Ashley was great and we all had the opportunity to inject our own

personalities into the film," said Mr. Clooney, in a statement.

"I don't like to take myself too seriously, so I didn't mind being outwitted by the two of them, even if it was me who ended up wearing the bright pink motorcycle helmet."

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With over 30 blends and far more variations to choose from within the Vertuo ecosystem, Mr. Clooney was seemingly set up to fail.

The film, which premiered at the Cannes Film Festival on May 22, will be released in several markets come June.

#### Ambassador rush

This onboarding of two new ambassadors to the brand is part of a recent push to bring in new blood generally involving younger celebrities to established brands' promotional efforts.

This trend is not exclusive to the food and beverage industries but instead encases the entire luxury sector. This year has seen dozens of young stars added throughout categories.

The ultra-recent appointment of Korean rapper and K-pop star Lee Je-no to Italian fashion house Ferragamo's roster of talent is just one example, announced on May 30 ([see story](#)).

In fragrance, French house Chanel tapped French-American actor Timothe Chalamet as an ambassador to its "Bleu de Chanel" men's fragrance line. The 27-year-old, like many young appointees, is now a representative of a heritage brand, bringing together the idea of rich history and a forward-facing embrace of the future ahead.

Ms. Ashley and Ms. Garner, also in their 20s, are unique in their luxury appointment within the food and beverage space this year, a category scarce with ambassador announcements.

"I consider myself an unofficial Ambassador for coffee, so working on this Nespresso campaign alongside such incredible talent was a dream," said Ms. Garner, in a statement.

"I loved the playfulness of the script and the overall tone of the film, which seemingly affirmed my suspicion that I definitely align my coffee flavors to whatever mood I'm feeling in the moment."

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