

MULTICHANNEL

## Hennessy unleashes celebrity potential to push multichannel Wild Rabbit campaign

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By RACHEL LAMB

High-end spirits brand Hennessy is relaunching itself through an all-encompassing marketing effort for its Wild Rabbit campaign, enlisting the endorsements of Martin Scorsese, Erykah Badu and Manny Pacquiao and what drives and motivates their potential.

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**Luxury Daily**

The campaign consists of print advertisements, billboards, installations, QR codes and Web marketing. Wild Rabbit highlights individuals including Mr. Scorsese and Ms. Badu who push the limits of their own potential in music, arts, sports and film.

“This year, we are reinventing a great brand with the unveiling of our new Wild Rabbit campaign, centered on the notion of potential, the will to succeed and how that aspiration is uncompromisingly pursued,” said Jennifer Yu, director of communications for Moët Hennessy USA, New York. “This campaign represents our largest investment to date for Hennessy and is a testament to the potential we see in the brand and our consumers.

“With this campaign, we are communicating a value that is at the core of who we are as a brand and which resonates with our consumers,” she said. “More than just a spirits brand,

we are a 'spirit' brand.

"Instead of defining our consumers and telling them what to aspire to, we are encouraging them to define themselves within the context of a shared value: the trailblazing spark that lives in all of us."

LVMH owns Moët Hennessy.

Rabbit hole

The Wild Rabbit campaign aims to draw parallels among the journeys of leading icons in various fields and those who enjoy Hennessy, according to the brand.



*Print ad*

Each person's "wild rabbit" is what inspires them, keeps them motivated and drives them. Champion boxer Mr. Pacquiao, musician Erykah Badu and filmmaker Mr. Scorsese and their wild rabbits are introduced via multichannel efforts.

"I think it could add significant value because it gives Hennessy a story," said Dan Katz-Golden, senior strategist at Siegel+Gale, New York. "In the spirits industry, story is largely ignored beyond tying a specific type of liquor to a country or region.

"Hennessy is taking very significant steps to create a story that associates its brand with growth, potential and success," he said.

Hennessy has created pop-up installations in New York, Chicago and Los Angeles. Fans can virtually interact with the brand with digital representations of Mr. Pacquiao and Ms. Badu's wild rabbits.

The installations will lead to Hennessy's launch in New York tomorrow where Hennessy and Mr. Scorsese will present \$250,000 to the Michael J. Fox Foundation for Parkinson's Research.

Print campaigns will be included in national magazines and billboards in top markets.

Consumers can scan a QR code on the print campaign that connects to a mobile site where users can watch a video and read about the campaign.



### *Never Stop, Never Settle site*

A microsite found at <http://www.neverstopneversettle> has also been developed for the campaign.

Consumers can explore Mr. Pacquiao and Ms. Badu's "Wild Rabbits" and uncover VIP experiences, videos, event invitations and music. Mr. Scorsese's section is to come.

Social media is also playing a huge part in the campaign by teasing television commercial trailers for each visionary on its Facebook page and YouTube channel.

### *TV commercial teaser with Mr. Scorsese*

Hennessy is adding music to the mix by allowing consumers to set a custom soundtrack and download celebrity song lists through Spotify.

The Wild Rabbit campaign is also slated to return to television, which has not aired since 2007, according to the brand.

"The real test will be to figure out how to make the story lasting and believable beyond the life of this campaign, or not to think about it as a campaign at all, but as a full brand repositioning," Mr. Katz-Golden said.

### *Wild card*

By using all channels, Hennessy is ensuring that its Wild Rabbit campaign reaches as

many consumers as possible.

This could be helpful when trying to reach both aspirational and affluent consumers.

Since Hennessy has a wide range of products in price and variety, a multichannel campaign may be necessary.

Other luxury brands are taking the multichannel route to ensure maximum reach.

For example, BMW's DESIR3 campaign for its 3 Series comprises mobile video and ads, social media, print, billboards and television ([see story](#)).

In addition, French jeweler Cartier's latest branding venture involves sharing its new short film "L'Odyssée de Cartier" via the brand's Web site, television advertisements and multiple digital channels to give luxury consumers a look at the history behind its products ([see story](#)).

"Our fans live an online/offline life and we are striving to connect with them where they live, work and play," Hennessy's Ms. Yu said. "Whether through our events, billboards, commercials, Web site or social media, we're aiming to make sure every interaction fans have with Hennessy is a meaningful and engaging one."

Final Take

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