

FOOD AND BEVERAGE

Hennessy vies for versatility with ‘Made for More’

April 10, 2024



Two millennial actors star in the label's latest campaign. Image credit: Hennessy

By EMILY IRIS DEGN

LVMH-owned Cognac brand Hennessy is making the case for its beverages in the midst of a cooling market.

As alcohol takes a dip in popularity, luxury spirits purveyors are trying to get creative and diversify. Hennessy's new Made for More campaign enables the brand to do just that as it paints its Cognac as the ultimate versatile drink for any consumer, setting or situation.

"Hennessy is well known everywhere but people don't always know about how versatile it is; how it brings more flavor, depth and complexity to all kinds of cocktails," said Julie Nollet, global chief marketing officer at [Hennessy](#), in a statement.

"Our new Made for More campaign is bringing to life this notion of 1+1=3, showcasing the unlimited possibilities and introducing another side of the brand with beauty, fun and open-mindedness," Ms. Nollet said. "It shakes up the brand perceptions and builds on its legacy for a new generation."

From tennis to massage

Hennessy's Made for More slot stars American singer and actress Teyana Taylor, and British actor Damson Idris.

In a series of five 30-second videos, the duo imbibe Cognac in various everyday spaces. Spearheaded by Swedish director Andreas Nilsson, a figure familiar with the high-end marketing world ([see story](#)), the campaign puts the many possibilities of the brand's beverages centerstage.

Hennessy Made for More: Lawn Mower

The mixability of the drinks is perhaps the true star of the advertisements.

With a sense of humor, Ms. Taylor and Mr. Idris concoct cocktails in off-beat settings. A Hennessy Berry Mojito is made via the vibrations from a massage chair, a Hennessy Honey Highball is crafted mid-board game and, among other storylines, a Hennessy Pineapple is shaken thanks to the rumble of a lawn mower.

The recipes for the pictured creations are now live on the company's [website](#).

"One time, for the love of all things anew, and we all love new things," said Ms. Taylor, in a statement.

"With that being said, I'm super excited to embark upon this journey with my favorite Cognac, Hennessy," she said. "Destination: fresh, bright, and invigorating, like any good cocktail should be."

Hennessy Made for More: Tennis

This brighter and fresher visual theme for the brand was imaged by Amsterdam creative agency Wieden+Kennedy. Visuals were captured by American photographer Micaiah Carter, who has become one of the most in-demand figures in the field the talent has even been recruited to star in front of the camera in luxury fashion campaigns ([see story](#)).

Mr. Carter's imagery will appear in New York, Miami, Los Angeles, London and Berlin to shine a light on the campaign and Hennessy's rejuvenated image.

"Partnering with Hennessy and W+K for this campaign alongside Teyana Taylor and Damson Idris has inspired me immensely," said Mr. Carter, in a statement.

"Together, we've created immersive worlds that seamlessly blend culture with the essence of Hennessy," he said. "It's a collaboration that visually captivates and resonates deeply with the spirit of this next era.

"I'm truly honored to have brought this vision to life."

Hennessy Made for More: Gallery

The celebrities that Mr. Carter captures on camera are said to embody Hennessy's effortlessness. Their cool reputations could up the LVMH brand's appeal and take its look in a new direction.

Mr. Damson, especially, has already proven to be a highly sought-after face for prestige fashion plugs ([see story](#)).

"The chance to work with such an iconic brand was one I just couldn't say no to," said Mr. Damson, in a statement.

"When I think of Hennessy I think of my three older brothers; I think of amazing memories," he said. "The visuals are stylish, the films are fun, it's magic. It's cinema."

A delicate balance

Hennessy's two main taps, Ms. Taylor and Mr. Idris, might win over a hesitant demographic.

At 33 and 32, respectively, the stars could help Hennessy appeal to fellow millennial audiences. With the wellness-loving generation being perhaps the biggest critics of the alcohol industry ([see story](#)), they are a particularly tricky group to successfully market to.

Hennessy Made for More: Massage

However, with growing discretionary spending and particular interest in the luxury world, millennial spenders remain a valuable group to engage with. Capturing their attention is a mission many in the business are attempting, even if it means encouraging customers to buy less of their products ([see story](#)).

With a quarter of Americans reported to be buying non-alcoholic drinks ([see story](#)), a popular strategy for spirits makers has been to develop their own products in the category.

Even if it siphons sales away from their mainstay offerings, companies seemingly see the move as a worthwhile risk. The method has granted many labels an ear with a younger clientele that they otherwise might not have ever interacted with.

Hennessy's plug for the versatility of its products could likewise nudge of-age Gen Z and millennial populations towards its Cognac leaning into breezy use cases and diversity, the campaign at hand embraces some of the biggest trends amongst the younger groups.

Hennessy Made for More: Board Game

The LVMH-owned subsidiary's focus on more domestic and everyday spaces could reel in those who are entertaining at home ([see story](#)).

With sales of spirits surpassing those of wine, although both are still muted compared to years past, Hennessy could be in a unique place to overcome the slipping hold the industry has on spenders. Paired with its spotlight on diverse audiences, witty

narratives and playful aesthetics, the brand might just re-energize a subdued market.

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