

FOOD AND BEVERAGE

# With My Call,' Rmy Martin finds meaning in new milestones

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*The campaign features the Rmy Martin 1738 Accord Royal, Rmy Martin V.S.O.P. and Rmy Martin XO. Image credit: Rmy Martin*

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By KIRAN GILL

French Cognac brand Rmy Martin is introducing a new vision.

This week, the brand launched “My Call,” a campaign venerating the personal ways in which individuals pursue success. The global marketing initiative was produced in collaboration with American creative agency Unreasonable Studios and will include a yearlong rollout with multiple activations created in partnership with lifestyle platform Hypebeast.

“My Call celebrates a new generation of artists, innovators and cultural shifters who define their achievements through intention, discipline and impact,” said Tonia Mancino, vice president of luxury brands at **Rmy Cointreau Americas**, in a statement.

“This campaign is about honoring the choices, the process, and the personal conviction behind how modern success is shaped,” Ms. Mancino said. “That same ethos has guided Rmy Martin for centuries, reflected in the care and expertise behind our expertly crafted Cognac.”

## Modern success

“My Call” looks at the personal ways in which individuals define and celebrate success. The campaign eschews traditional status markers to focus on the quieter moments of achievement and reflection that can occur amongst friends, drawing a parallel between contemporary definitions of success and the time-intensive craft behind the brand.

Visually, the campaign favors authenticity with a restrained and natural aesthetic.



*The campaign spotlights activities such as karaoke and gatherings with friends. Image credit: Rmy Martin*

The initial campaign launch includes placements of the visual assets across social media, digital platforms and outdoor advertising.

For the yearlong rollout, Rmy Martin has partnered with Hypebeast to extend the messaging. The collaboration will commence with a conversation-focused music experience in January, where a yet-to-be-announced artist will perform.

Throughout the rest of 2026, the duo will expand the programming to include a wide range of creators across multiple industries, inviting participants and guests to reflect on their definitions of success.

The campaign spotlights three key expressions, including the Rmy Martin 1738 Accord Royal, the Rmy Martin V.S.O.P. and the Rmy Martin XO.

### **Celebrating creativity**

Rather than tapping a famous face to front its new global vision, the “My Call” campaign underscores the very unique nature of individual preferences. It also builds on Rmy Martin’s support of human creativity, a pillar it has been advocating with the release of art-led collaborations as seen in its limited-edition collaboration with British-Indian sculptor Anish Kapoor from April ([see story](#)).



*British-Indian sculptor Anish Kapoor has designed a limited-edition Rmy Martin XO decanter for the house. Image credit: Rmy Martin*

While product drops with artists is one popular way for luxury liquor brands to embrace creativity in the liquor space, as exemplified in LVMH-owned Champagne house Dom Prignon’s latest release with Japanese visual artist Takashi Murakami ([see story](#)), campaigns that speak to individuality offer prospective buyers the opportunity to envision themselves in the campaign.

For example, French Cognac house Courvoisier’s summer campaign, entitled Bring Your Own Courvoisier, tapped actress Karrueche Tran and fashion stylist Bloody Osiris to share their personal pregame rituals ([see story](#)). This campaign also included a short film and the launch of a yearlong event series, which would include community-led discussions and dinners around the world.