

MOBILE

Grand Marnier takes a shot at mobile

September 24, 2010



By KAITLYN BONNEVILLE

Grand Marnier has released its La View Grand Marnier Grand Mix iPhone application to increase consumer engagement and brand awareness.



The free application features one part social gaming, one part Grand Marnier cognac drink recipes. It targets the brand's upper income demographic.

"In general, moving forward, the vast majority of apps we see out there will be branded apps trying to engage customers in the same manner, which means that most of them will be free." said Mark Beccue, senior analyst of consumer mobility at [ABI Research](#), New York.

Grand Marnier is a liqueur that was first created in 1880. It is a blend of cognacs and distilled essence of bitter orange.

All shook up

Grand Marnier's Grand Mix application allows consumers to play a mixology game or browse through Grand Marnier drink recipes.

Here is a screen shot of the menu from the application:



Once consumers click on the mixology tab, their iPhones turn into an implied cocktail shaker.

The game begins at a virtual café in Paris. Fifteen ice cubes fall from the top of the screen, prompting consumers to catch all of them in a shaker image by tilting their mobile device.

Here is a screen shot of the first round:



The second round prompts consumers to browse through images of ingredients to create a Grand tea cocktail. By tapping twice on the image, it is added to a list.

In the third round, consumers must pour a specified amount of Grand Marnier into the shaker by tilting their iPhone.

In the fourth and final round, consumers shake their device, thus shaking the cocktail. Points are awarded for each round in the level, and once a user reaches 75 points, they are able to move on to new locations.

Consumers have the option of sharing their results on Facebook.

The Grand Marnier drink recipe section is divided into "Occasion and "Season," each with subcategories. Occasion breaks into "At the Club" and "At Home Party." Each category features a multitude of recipes, many of which overlap into over sections.

"The goal here is keeping the consumer engaged, keeping the brand top of mind," Mr. Beccue said. "I don't know if it's something that will translate immediately into a sale.

“What it’s doing is probably spreading the brand,” he said. “It’s a viral thing because, in this case, you have a game and you can say, ‘I can do it or I can show my friends.’

“The niftier it is, the more you want to show that off.”

Branded future

As Beccue has predicted, branded apps are becoming the trend even among luxury brands.

Giorgio Armani Beauty created recently an iPhone application to promote its Acqua di Gioia fragrance, featuring video and interactive elements ([see story](#)).

Rolls Royce Motor Co., another luxury brand to jump on the application bandwagon, created an iPhone application that allowed consumers to personalize a virtual Rolls Royce Ghost vehicle ([see story](#)).

What marketers must keep in mind that the goal of these types of applications is to ensure that consumers will not simply download them and forget about them.

“If you build an app for anything, a brand, you have to make sure it’s something a consumer will use again and again,” Mr. Beccue said. “If it’s one time use, it’s not meeting the goals.

“In this case, a game is a good idea,” he said. “It’s not particularly innovative but it’s a good idea.

“The logic is, when am I drinking Grand Marnier is it when I am out with friends?” Mr. Beccue said. “Probably, so it’s social.

“If they were putting just putting out recipes, I don’t know if that would work so well.”

Final Take

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