

ADVERTISING

Moët & Chandon boosts sports alignment via ambassador Roger Federer

December 3, 2012



By ERIN SHEA

Spirits maker Moët & Chandon USA is naming professional tennis player and 2012 Wimbledon Champion Roger Federer as its new ambassador to give the brand a boost through an authentic personality.

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Luxury Daily

Swiss-born Mr. Federer will be making appearances in the brand's upcoming advertising campaigns that will debut March 2013. Moët & Chandon shared the new partnership through its Facebook and Web site that features videos and images of Mr. Federer.

"Mr. Federer is an attractive athlete in a sport popular with affluents and probably fits the Moët profile," said Chris Ramey, president of [Affluent Insights](#), Miami. "As far as athletes go, he is about as risk-free as you can get.

"Mr. Federer provides Moët a nice balance without competing head-to-head with Bacardi's ambassador Rafael Nadal," he said.

Mr. Ramey is not affiliated with Moët & Chandon, but agreed to comment as an industry expert.

Moët & Chandon could not comment directly.

Behind-the-scenes look

As the new brand ambassador, images and videos of Mr. Federer are shown off on Moët & Chandon's Web site.

Consumers are met with an image of Mr. Federer holding a Moët & Chandon bottle upon visiting the site. A link below the image invites users to learn more about the new ambassador.



Moët & Chandon Web site

In addition, the Web site features an article and two videos on the partnership.

The first video gives an overview of the partnership with footage of the behind the scenes of the photoshoot as Mr. Federer discusses the brand.

Promotional video

The second video titled "Roger Federer, In His Own Words" is slightly longer, running approximately three minutes.

In this video, Mr. Federer discusses his personal relationship with the brand and the new campaign.

The video is exclusively available on Moët & Chandon's Web site at <http://us.moet.com/News/Roger-Federer-in-his-own-words>.



"Roger Federer, In His Own Words"

The partnership was also promoted on the Moët & Chandon USA Facebook page and through an email blast.



Moët & Chandon USA Facebook

The post provides a link to the video available on YouTube. It was "liked" 96 times and shared 37 times on the same day it was posted.

Celebrity endorsement

Celebrity ambassadors still remain popular for luxury marketers.

In fact, it is especially relevant for luxury marketers to have brand ambassadors who are famous, glamorous and in-line with the company image.

While there are risks associated with the public face of a brand, the pros far outweigh the cons, experts generally concur ([see story](#)).

Spirits marketer Krug Champagne took an alternative route when it chose an ambassador.

Krug appointed Master Sommelier Ian Cauble as the brand's first U.S. ambassador rather than tapping a celebrity personality ([see story](#)).

Also, this is not the first time that Mr. Federer has been the face of a luxury brand.

Earlier this year, German automaker Mercedes-Benz strengthened its tennis sponsorships

through a television, social media, event and print campaign starring Mr. Federer and the 2013 GL-Class.

The multichannel campaign entitled “Many Rogers” launched in time for the 2012 US Open Aug. 27-Sept. 9 in Flushing, NY. Mr. Federer has been a global brand ambassador for Mercedes since 2010 and an ambassador for Mercedes-Benz China since 2008 ([see story](#)).

Luxury marketers have to find an ambassador that will not outshine the brand or deteriorate the its value, per Mr. Ramey.

"It is important that the celebrity endorser does not outdo the brand," Mr. Ramey said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/y1xM13N846E>

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