

MOBILE

Moët & Chandon calls for New Year's toast submissions in mobile ad

December 23, 2013



By SARAH JONES

LVMH-owned Champagne producer Moët & Chandon is looking to be a part of consumers' New Year's celebrations with a banner advertisement on New York magazine's The Cut.

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Luxury Daily

Moët & Chandon's mobile ad is a continuation of its Moët Moment social media campaign, and links to the brand's Facebook application that allows consumers to submit their own moment. This ad's timing and call to action could increase fan engagement and help Moët stay top-of-mind as consumers are planning their New Year's Eve parties.

"Selling Champagne in America during other instances than birthdays and wedding is not easy mainly due to high price," said Philippe Poutonnet, vice president of marketing at [Hipcricket](#), Kirkland, WA.

"Moët's challenge is to make Champagne more accessible to the average American," he said. "By doing this campaign around New Year's Eve in [New York's] Times Square they are trying to bring their luxury product to mainstream America."

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

Moët & Chandon did not respond by press deadline.

Champagne celebration

Moët & Chandon's banner ad appeared on the homepage of The Cut.



THE LATEST

9:05 AM

Best Bet: Aesop Resurrection
Aromatic Balm

9:00 AM

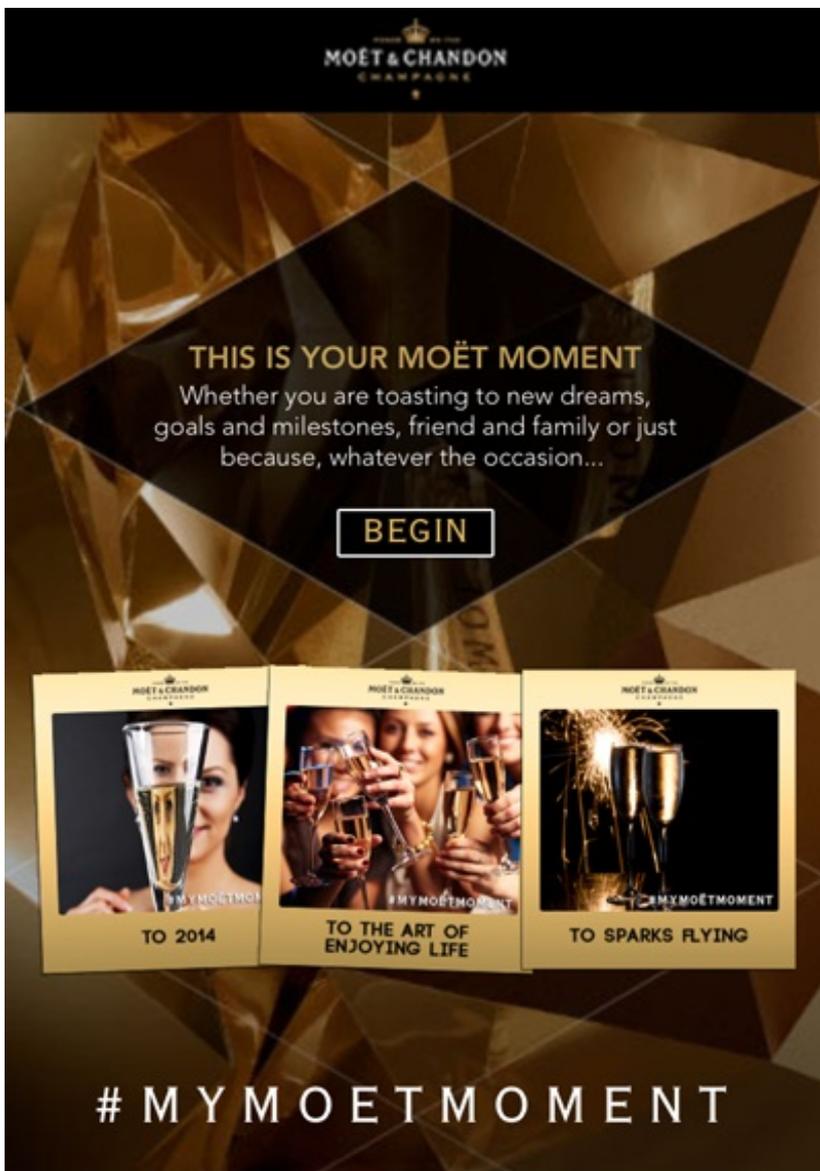
Adele Met Prince Charles in a
Natted Escarpment

The Cut

The right side of the ad reads "To making an entrance," and asks readers to join the brand with a Moët Moment. To the far right is half of a Moët bottle.

The left half of the ad features the Moët & Chandon logo. The ad in general is white, and stands out from The Cut's dark menu.

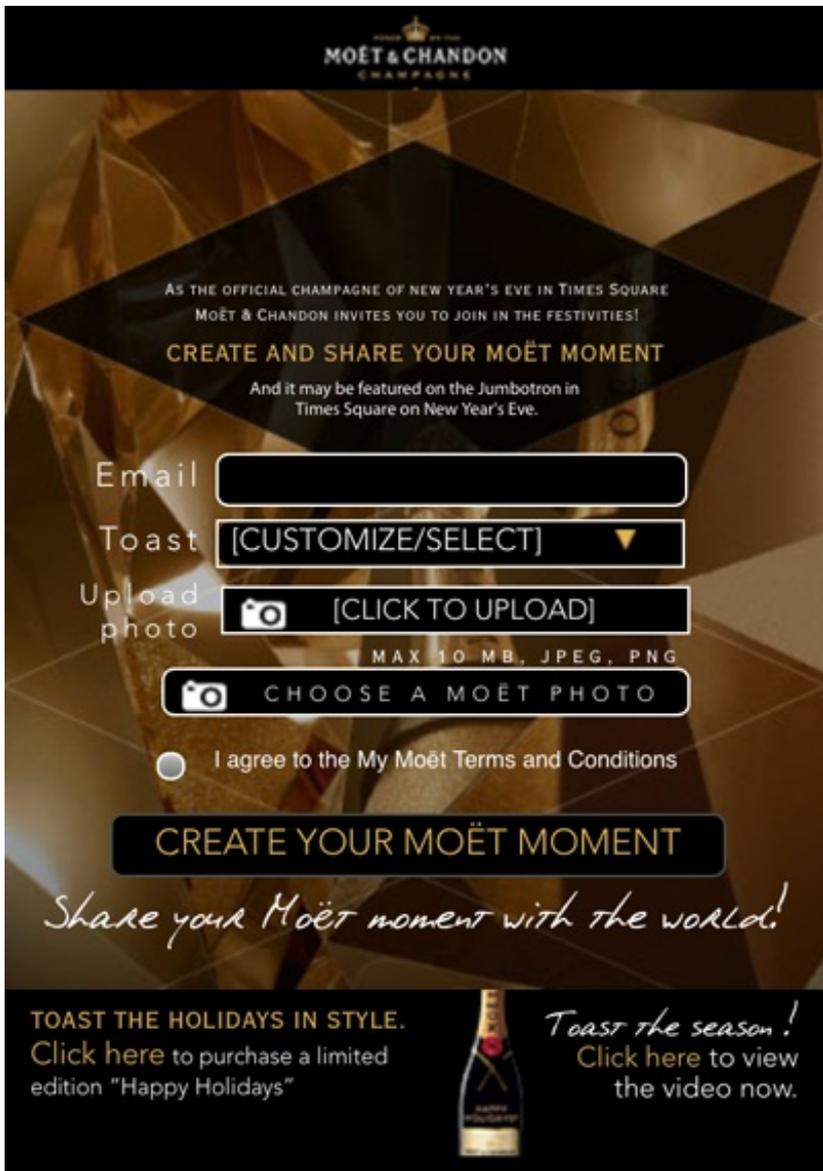
When readers click through the ad, they are brought to Moët & Chandon's "Moët Moment" Facebook app. The landing screen tells users that any occasion can be a Moët Moment, and a time to toast and invites users to share their own moment.



Moët mobile ad landing page

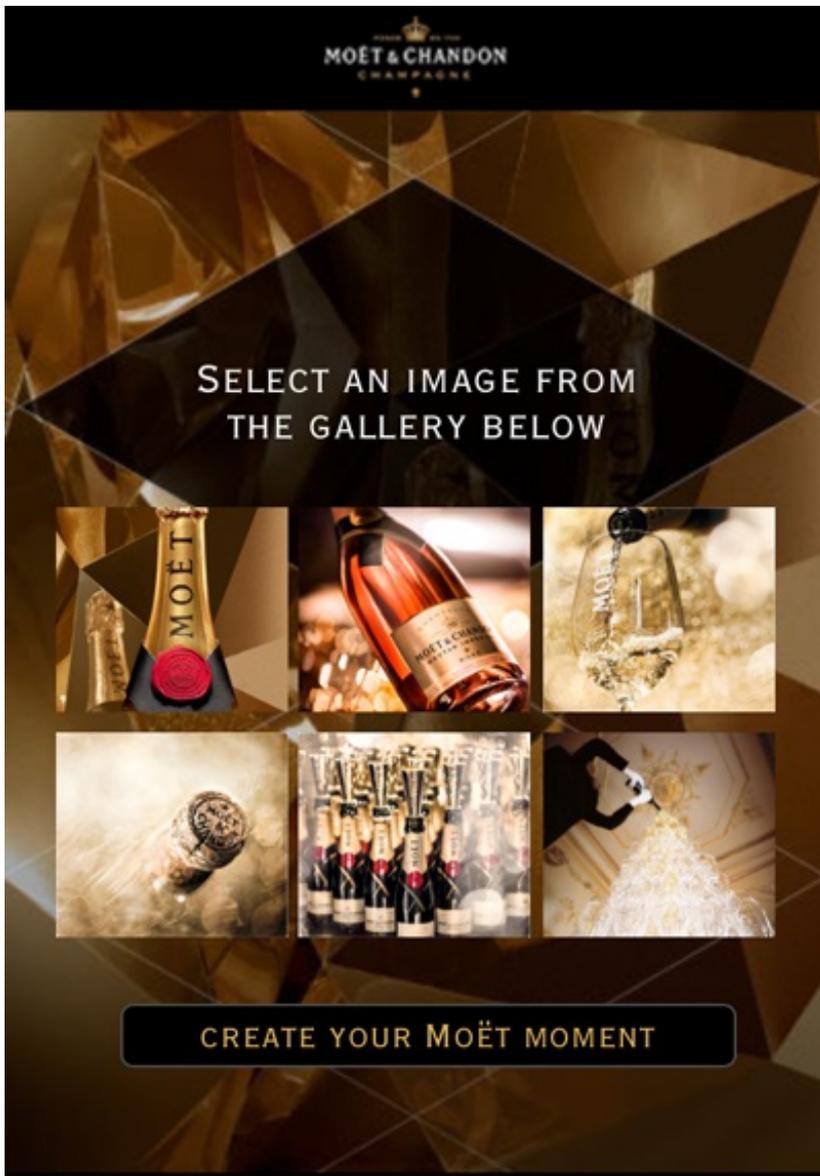
Once consumers enter the submission page, they are told that Moët & Chandon is the official Champagne of the Times Square New Year's Eve celebration. When users share their Moët Moment, they have the chance to be featured on the Jumbotron in Times Square Dec. 31.

Below is the entry form, which asks for the consumer's email. Entrants can choose to either write their own toast or pick from a list of six premade options, which includes "to making an entrance."



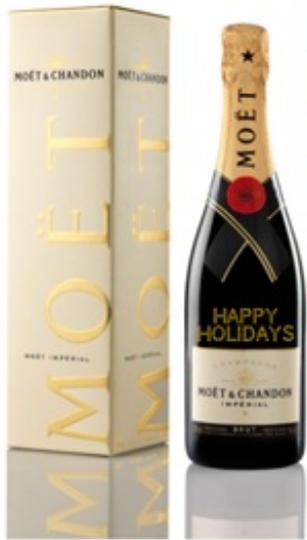
Moët mobile ad landing page

Users can then either upload their own photo or choose from six photos Moët & Chandon prepared of bottles and glasses of the Champagne.



Moët mobile ad landing page

At the bottom of the entry page is a link to purchase a limited-edition Happy Holidays crystal bottle of Moët Brut Imperial. The link takes users to an ecommerce page for Reserve Bar.



Moët Brut Impérial "Happy Holidays" Bottle

Give the Gift of Holiday Style.



Moët Impérial, with its seductive
palate, elegant maturity and bright
fruitiness, is the iconic champagne

Moët mobile ad ecommerce

A link to the right gives users the option to view a video of a Moët bottle being popped.

Social sharing

This mobile ad is a New Year's variation on the brand's Moët Moments crowdsourced photo campaign on social media.

For example, the spirits maker aimed to position itself as the Champagne of choice for celebrations with a global photography contest through Nov. 9 that spanned Instagram, Tumblr and Twitter.

The #MoëtMoment campaign called for fans to submit photos of any celebration and each week a participant won a golden magnum bottle of Moët Impérial. Since the campaign dispensed prizes on a weekly basis, it may have captivated fans consistently enough to reposition the brand ([see story](#)).

Moët & Chandon's followers respond well to social sharing initiatives.

Spirits marketer Moët & Chandon USA's Champagne Day video campaign that encouraged social media users to share a branded toast with their friends earned more than 1 million

impressions and 70,000 YouTube views.

On Champagne Day Oct. 26 2012, the brand released a 22-second video via a single post on its Facebook and Twitter accounts that told users to post the hashtag #MoëtToast and video to Twitter. This was Moët's first official foray into social video to test the waters among its social followers ([see story](#)).

With this iteration of the Moët Moments campaign, Moët & Chandon does not have to offer a monetary prize, since the chance at notoriety gives them enough incentive to participate.

"Moët & Chandon is targeting lovers of success and glamour, those who enjoy the taste of the most loved Champagne," Mr. Poutonnet said.

"Moët & Chandon lovers will certainly be celebrating with their glamorous friends and wanting the fame and recognition of being highlighted in Times Square on New Year's Eve," he said.

"The brand is likely to see high levels of engagement, as the Moët & Chandon lovers are certainly interested in highlighting their moments through social media."

Final Take

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