

INTERNET

Krug heightens sensory experience with listening device

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By JEN KING

Krug Champagne is enhancing the sensory experience of its enthusiasts with a shell-shaped listening device designed to amplify the sounds of the spirits' bubbles to create a new sensation for drinkers.

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To introduce the Krug Shell, envisioned by French designer Ionna Vautrin, the Champagne brand developed a Krug Sounds portion of its Web site that accompanies enthusiasts on a unique experience as they learn the concepts behind Ms. Vautrin's design. Krug's digital explanation of the Krug Shell will help consumers better understand the thought process and inspiration of the Krug Sounds campaign when using the listening device at home.

"The principle physical experience from Champagne would, of course, be through the sense of taste," said Rachel Lewis, senior strategist at **iProspect**, Fort Worth, TX.

"However, the video experience invites the user to experience Krug through another sensory channel, that of sound," she said. "The prominent inclusion of the sound of Krug's bubbles is designed to evoke a certain emotional response in the audience.

"So while a user cannot taste the Champagne digitally, he or she can make a physical and

sentimental connection to the brand via sound."

Ms. Lewis is not affiliated with Krug, but agreed to comment as an industry expert.

Krug did not respond by press deadline.

Champagne speaks

To gear up for New Year's Eve celebrations, Krug appealed to its global fan base by posting multiple mentions of its Krug Sounds campaign. Each post was accompanied by a watercolor painting depicting people enjoying glasses of Champagnes in different settings.

Each post urged consumers to "listen to the musicality of Krug Champagnes with Krug Sounds" followed by a link. A click-through on the link landed consumers on the Krug Sounds section of Krug's homepage.



Krug Facebook post

Krug Sounds' first section introduces the concept by explaining that the Champagne brand has "magnified the melody of sipping on a glass of Krug Champagne" and invites consumers to listen to the sound the bubbles make. Krug Sounds engages consumers in an abstract way to create a new experience using a sense that many Champagne drinkers may not have associated with Krug.

As consumers scroll down, the watercolor motif continues in the second head, A Journey of Emotions, where Ms. Vautrin's design style is mentioned. This section is followed by an overview of the Krug Shell and delves deeper in Ms. Vautrin's inspiration.



Krug's A Journey of Emotions Web site section

Ms. Vautrin was reminded of the sea when she put her ear to a glass of Krug Grande Cuvée. Similar to lifting a seashell to one's ear to hear the rush of the sea, the Krug Shell creates an acoustic experience for the user.

The following section includes a minute-long video that begins with a jazz singer who holds out the Krug Shell to the audience as orbs of colors stream out from its center.

Additional scenes show a couple standing on ship with a cruise ship in distance with Krug Shells as smokestacks, a Ferris wheel and the Statue of Liberty's torch that morph into a Krug Shell as colors flow from its center before ending with the sound of fizzing Champagne bubbles.

Embedded Video: [//www.youtube.com/embed/sP3ZvvLHa6Q](https://www.youtube.com/embed/sP3ZvvLHa6Q)

Krug Sounds

Ms. Vautrin also created a Krug Cocoon for a more intense listening experience. The Cocoon, a sort of igloo, is made in a dark cherry color to signify the House of Krug, and is meant to reduce the noise around the listener to create a lucid sound.

A short interview with Ms. Vautrin is also found in this section. The viewer can learn more about her inspiration behind the Krug Shell and see additional images of the listening device.



Krug Shell on top of a Joseph glass with a bottle of Krug Grande Cuvée

The final section shows consumers the box set that includes a bottle of Krug Grande Cuvée, a pair of Joseph Champagne flutes made by crystal-glass maker Riedel and a numbered Krug Shell made of Limoges porcelain by Bernardaud. The set retails for \$300.

Standing out

Thinking outside-the-box and creating products enthusiasts may not expect can help a brand reinvent itself.

In the weeks surrounding the holiday season, many Champagne and sparkling wine brands looked to stand apart from others in the industry.

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

Moët & Chandon's mobile ad was a continuation of its Moët Moment social media campaign, and linked to the brand's Facebook application that allowed 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 ([see story](#)).

Additionally, LVMH-owned Domaine Chandon incorporated the holiday season into its mobile advertisement on New York magazine's The Cut to become a part of its fashionable readers' party season.

The ad features glasses of Chandon's sparkling wine in front of blurry lights, and directs users to the brand's featured "Pour on the Fun" Web page, rather than an ecommerce option ([see story](#)).

Demonstrating the allure of a product by relying on other senses is a unique approach that was enhanced and supported by Krug's digital touch points.

"Krug introduces the idea itself, and the artist behind the initiative, thereby setting the stage for the video experience that follows," Ms. Lewis said. "Walking the consumer through the experience in this way also allows Krug to reinforce brand identity.

"Through this strategy, Krug is getting the most from the video by creating user awareness and engagement even before the user clicks the play button," she said. "Krug faces the same challenges as many other luxury brands in finding ways to digitally demonstrate value to an affluent audience.

"A consumer cannot sample a beverage online in the same way he or she cannot touch a handbag or try on a shoe. However, by creating an audible initiative that allows users to connect with the brand through a multi-sensory experience, Krug has put itself in position to create a deeper and more meaningful connection to the user."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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