

MOBILE

## Hennessy broadens lifestyle appeal with Vanity Fair mobile ad

January 6, 2014



By JEN KING

LVMH-owned Hennessy is expanding the reach of its Wild Rabbit campaign through mobile advertisements with different landing pages on Condé Nast-owned Vanity Fair's mobile Web site that further personifies the brand's lifestyle mantra.

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**Luxury Daily**

The initial pop-up ad lands on an advertorial written by Vanity Fair, while the top banner and side component bring the reader to Hennessy's Web site where other aspects of the Wild Rabbit campaign and Hennessy V.S. cognac can be explored. Although Vanity Fair's readership may not necessarily be cognac drinkers, the Wild Rabbit motto of "never stop, never settle" is appealing across demographics.

"The Hennessy never stop, never settle brand ethos is the driving force behind our campaign," said Rodney Williams, senior vice president for [Hennessy USA](#), New York.

"The idea of the Wild Rabbit refers to one's innermost, personal aspirations," he said. "We really see it as a call to action for our consumers to dream big and not be deterred in pursuing them. It can be a welcoming, and at the same time, challenging message.

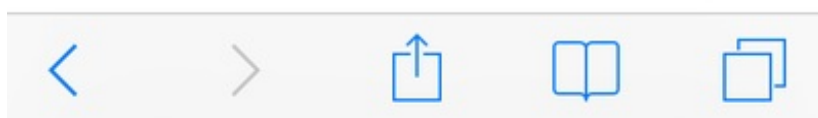
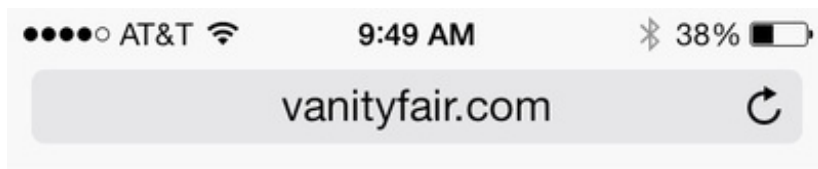
"This is why we are so excited to partner with a premium publication like Vanity Fair, which enables us to reach a broad and sophisticated segment of brown spirit drinkers," he

said. "Vanity Fair is legendary for its storytelling.

"In partnering with them, we have an opportunity to engage consumers with highly creative and compelling content that is also informative. The partnership allows us to tell the never stop, never settle story from different angles and in an immersive way."

A toast to life

Readers on Vanity Fair's mobile site will first be distracted by Hennessy's pop-up ad that appears on the homepage. A click-through on the ad lands the reader on an advertorial written by Vanity Fair.



*Hennessy pop-up ad*

The "Hennessy fuels our chase for the Wild Rabbit...but what does it all mean?" article discusses what the overarching Wild Rabbit philosophy symbolizes using the campaign's

most recent addition as a focal point. Vanity Fair's article focuses on deconstructing Hennessy's short film, "The Man Who Couldn't Slow Down," to better understand the spirit maker's proverb.

Hennessy's film, featured within the Vanity Fair article as well as on its Web site and social media accounts, recalls speed racer Sir Malcolm Campbell's accomplishment of being the first man to break the 300 mph land speed record. The film begins with Sir Malcolm driving across a sandy beach in a "bluebird"-colored speedster followed by the flash bulbs of early 19th-century photographers.



#### *Video still*

After breaking a record, Sir Malcolm is congratulated as the voiceover of psychiatrist and author Viktor Frankl explains "the most fundamental and basic concern of man, neither pleasure nor happiness, nor power or prestige, but his wish to find and fulfill a meaning in his life." Sir Malcolm lived a never stop, never settle lifestyle by continually breaking speed records after being told that he had reached a limit.

Embedded Video:

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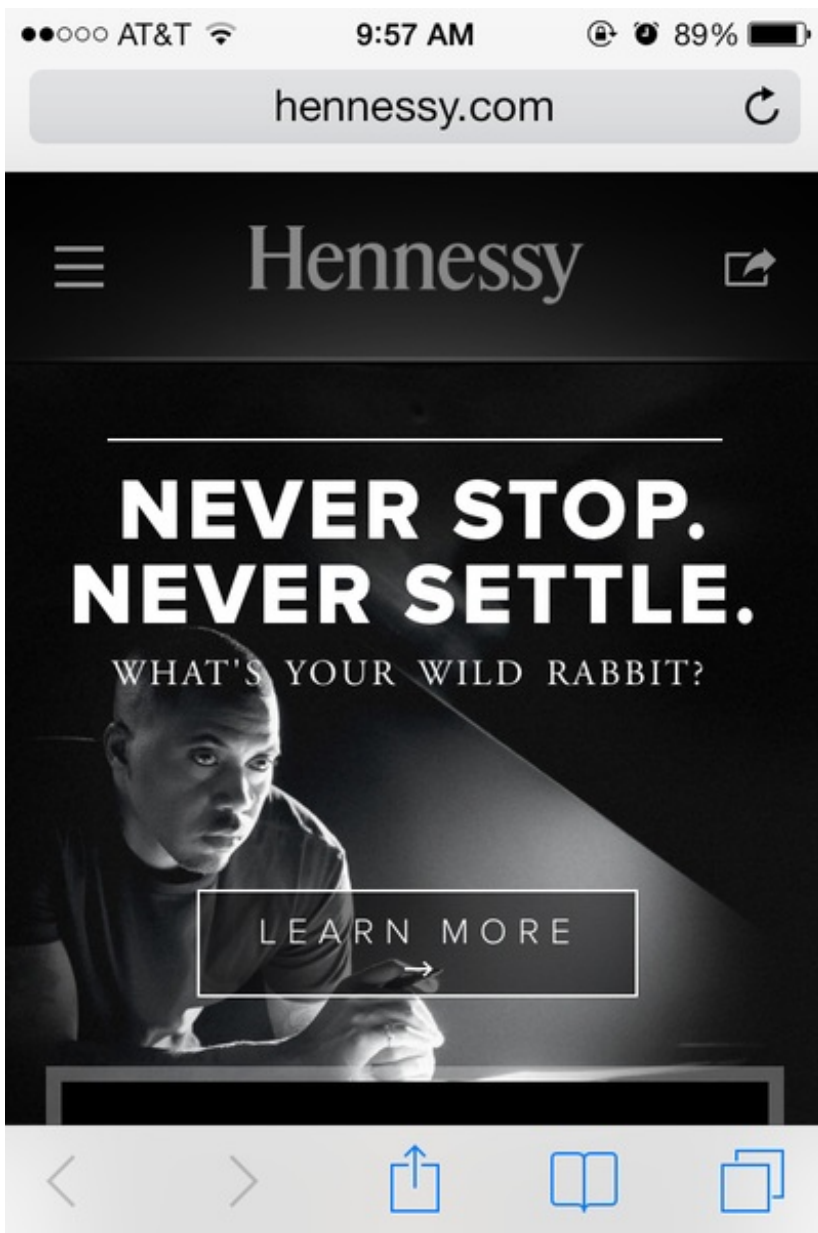
#### *The Man Who Couldn't Slow Down*

Vanity Fair's article can be read [here](#).

Not included in the Vanity Fair advertorial is the extended version of The Man Who Couldn't Slow Down that features the narration of brand ambassador Nasir "Nas" bin Olu Dara Jones, as well as Mr. Frankl's voice over.

Hennessy worked with creative agency Droga5 to create the concept video.

A click-through on Hennessy's banner ad lands the reader on the cognac-maker's mobile Web site. The streamlined site is easily navigated through different tiles that appear as the user swipes the screen upward.



### *Hennessy mobile Web site*

Consumers can learn more about the Wild Rabbit campaign, explore the various types of Hennessy cognac, look behind-the-scenes of the making of The Man Who Couldn't Slow Down, view cocktail recipes and be kept up-to-date on Hennessy news and events.

Revved up

Hennessy's latest addition to its Wild Rabbit initiative helps keep the campaign fresh and relevant in the minds of consumers.

The spirits maker refreshed its wide-spread multichannel Wild Rabbit campaign by featuring internationally acclaimed rapper Nas as brand ambassador.

The campaign is aided by Hennessy's social media platforms to increase exposure for a younger audience who are likely familiar with Nas' music. The promotions featuring Nas represent the unifying theme of the Wild Rabbit campaigns of individuals who push personal limits in order to achieve success ([see story](#)).

Hennessy also looked to the art world as a way to revitalize its campaign and reach new consumers.

The brand added to its Wild Rabbit campaign with a multichannel collaboration featuring Futura, an artist whose persistence and refusal to give up in the pursuit of excellence makes him an ideal brand ambassador for this effort.

With Futura, Hennessy released a limited-edition bottle designed by the artist and is featuring him in Wild Rabbit verticals including digital and mobile. The Wild Rabbit campaign has previously featured athletes, musicians and filmmakers with the “never stop, never settle” mentality, and this is the second artist collaboration by Hennessy ([see story](#)).

With a mantra such as never stop, never settle, Hennessy can spur consumers on-the-go by using mobile placements.

"Wild Rabbit is built upon the idea that each of us has an individual inner drive to succeed," said Jeff Hasen, Seattle-based chief marketing officer of [Mobivity](#).

"That is a human trait, not just a male or female one, so running the mobile spots with Vanity Fair makes sense," he said. "The video and storytelling is high-end, something especially appreciated by the affluent Vanity Fair audience.

"Mobile is the right vehicle since the story is being told progressively in segments that can be watched without a long time commitment."

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/h8JoN5OAoMA](https://www.youtube.com/embed/h8JoN5OAoMA)

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