
PREMIUM DRINKS > SPONSORSHIPS, PARTNERSHIPS & PASSIONS



% † ! ¢ " ~ * & \$ ' & %

ΛCTIVΛTIVE

03 > Comments, Quotes & Trends

07 > Absolut

16 > Belvedere

28 > Chivas Regal

34 > Ciroc

41 > Dom Perignon

51 > Hennessy

60 > Johnnie Walker

76 > Ketel One

88 > Patron

96 > Stolichnaya

107 > About Us

Absolut > Globally consistent marketing, predominately targeting 25 to 34-year-old aspirational urban women, creatively based on distinctive bottle shape imagery. Absolut typically focuses its work around specific places, events and passion points (often linked to a particular flavour) primarily in the art, culture, design, fashion and style spaces.

Belvedere > A brand built on royal heritage and aristocratic grandeur with messages about prestige and privilege. It targets educated, single, social, female drinkers whose cultural and entertainment interests blur and who prioritise image-oriented products through passion spaces that include celebrity, fashion, food, music and polo.

Chivas Regal > Engages around the underlying values of the modern sophisticated gentleman, male friendship and positive contemporary values. Focuses less on 'having more' and more on 'being more' by partnering with properties (particularly film) around which it can further develop and explore its collaborative brotherhoods and chivalrous communities.

Ciroc > Adopts an ambassador-owner strategy almost entirely built around P Diddy (Sean Combs). Mirroring Diddy's own 'King Of Celebration' monicker, it focuses on a 'Drink Of Celebration' positioning. Ciroc leans towards wealthy African-American and hip-hop influencers through VIP party and nightlife trends, DJs, clubs and music partnerships.

Dom Perignon > While the brand does run individual tactical, old-school sponsorships, its main focus is increasingly on creative collaborations with high profile artists from the art, fashion, film, classical music and gastronomic worlds (visionary spirits who 'speak to the ages') that typically culminate in luxury, multi-media art extravaganzas.

Hennessy > An eclectic marketing mix that blends traditional horse racing sponsorships and clothing/fashion partnerships, with genuine grassroots rap musician cool cachet. It's current marketing, led by an evolving set of creative ambassadors, is based around an idiosyncratic take on the ongoing search for personal success.

Johnnie Walker > A strategic, global approach sees traditional sponsorship at the heart of its Keep Walking personal progression idea. Global deals like F1 and golf typically link to the parent brand, while market-specific sponsorships and ambassadors link to sub-brands. These are now being complimented by fresh contemporary partnerships with thought leaders like TED.

Ketel One > A champion of contemporary skills, precision and modern craftsmanship, the brand increasingly focuses on real people and worthwhile achievement. Its traditional partnerships range from the New York Yankees, to the US PGA, while its more recent marketing initiatives support skilled craftsmen through direct financial support, or travelling showcases.

Patron > Strong current emphasis on building brand-led communities, clubs and societies (both on- and off-line) and it typically applies this approach to its traditional sponsorships (which are dominated by music initiatives and motor sports like ALMS & NHRA) through its Club Patron programme. It also tends to favour media alliances for its party partnerships.

Stolichnaya > Recent years have seen something of a switch from its previous celebrity-fronted (Hefner), glamour (PlayBoy, Victoria's Secret, Maxim) partnerships, to its own creative content partnerships with more underground emerging artists in music and fashion that activate predominantly across digital platforms.

Premium drinks seem to be moving from a traditional sponsorship model to more flexible ones based on content creation partnerships. Once luxury spirits/champagnes favoured high-end print magazines to talk about the product: the chef de cave's artistry, grape, grain and terroir, the finish, the balance and flavour in the mouth. This was supported by classic sponsorships with elite global properties offering stars and style. Of course, premium drinks still use sponsorships to generate associations with F1 drivers and City traders (after all, Johnnie Walker works with McLaren, Piper-Heidsieck sponsors the Cowes Week sailing regatta, Lanson sponsors opera and Taittinger sponsors literary events), but today, while old-school brand messages linked to rigid sponsorships rights are still part of the marketing mix, they increasingly support the main events, which now tend to be brand-backed artistic/cultural creative extravaganzas in partnership with iconic artists that drive premium brand marketing. Inflexible sponsorships rights are increasingly now largely used as tactical support for a strategy focused on brand-curated creative events that generate cultural kudos.

QUOTES

“We’re moving from a sponsor model to content creator. It allows us to be very aggressive in making sure our message is seeded properly, and not just tagged on.”

David Tapscott - Smirnoff Brand Director.

“I’ve gotten to the point where I don’t want to do just endorsements. I want ownership. It is not an endorsement deal. This is something that will have my daily attention.”

P Diddy - Ciroc Part Owner

“Luxury brands are born when a company manages to make products that speak to the ages, yet remain intensely modern. These products fulfil the consumer’s fantasy. A star brand is timeless, modern, fast growing and highly profitable. The impression of timelessness comes from uncompromising quality.”

Bernard Arnault - Chairman LVMH

TRENDS

Some of the key premium drinks sponsorship trends illustrated in this report include:

- > Ambassador/Owners: Ciroc 'P Diddy' & Belvedere Sobieksi 'Bruce Willis'
- > Clubs & Communities: Patron 'Social Club' & 'Secret Dining Club'
- > Content Creation Partnerships: Dom Perignon 'Power Of Creation' & Stoli 'ORGNL.TV'
- > CSR Blend: Belvedere '(PRODUCT) RED' & Chivas Regal 'Cannes Film Festival/FilmAid'
- > Ethnic: Johnnie Walker 'My Label Is Black' & Ketel One 'Modern Hispanic Gentleman'
- > Limited Editions: Absolut 'Miami' & Johnnie Walker 'McLaren-Mercedes Edition'
- > Modern Tradition: Chivas 'Live With Chivalry' & Ketel One 'Modern Craft/Gentlemen'
- > Personal Progression: Hennessy 'Never Stop/Settle' & Johnnie Walker 'Keep Walking'
- > Real-Time/Low-Latency : Johnnie Walker 'Step Inside the Circuit' & 'Voyager Project'
- > Responsible Drinking: Johnnie Walker 'Join the Pact' & Ciroc 'New Year's Eve'



Absolut: Brand & Target

The brand's core values and key product benefits revolve around 'clarity', 'simplicity' and 'perfection', while its marketing messaging largely focuses on being 'unique', 'different', 'innovative', 'original' and 'stylish'. Absolut primarily targets young, up-and-coming, aspirational urbanites. Men and women aged 25 to 34. It has traditionally had a stronger female consumer base, so the brand is currently trying to appeal more to men without simultaneously alienating its core women consumers.



ABSOLUT GREYHOUND

Cocktails Perfected

BY **SWEDISH HOUSE MAFIA**

> Marketing Snapshot

Long term heritage of globally consistent marketing with an approach based on iconic images built around its distinctive, highly recognisable bottle shape. Ad executions, which come in both 'singles' or 'series', typically feature original bottle shape images connected to specific places or events which are often connected to specific flavours, limited editions and/or brand backed events and experiential initiatives. Flavours and bottle shape regularly used a key point of differentiation from competitors.

> Passion Points & Sponsorship Spaces

Focus on consumers who are interested in new trends: particularly fashion, music and design. Typical sponsorship spaces include art, culture, design, fashion & style.

ABSOLUT GREYHOUND
Cocktails Perfected

HOME

DRINKS

PRODUCTS

ABOUT ABSOLUT

PRESS

ABSOLUT
VODKA

ABSOLUT FASHION

Enter the draw to win a trip to Milan> **Sample Sponsorships, Partnerships, Alliances, Endorsements, Ambassadors & Associations:**> **Art:** Absolut Art Bureau (Global)> **Art:** Art Basel Miami (USA)> **Fashion:** New York Fashion Week (USA)> **Fashion:** New Zealand Fashion Week (USA)> **Film:** Newport Beach Film Festival (USA)> **Film:** Oceans 11 / Clooney (Global)> **Music:** Swedish House Mafia Tour (Global)> **Music:** Kanye West Tour (Global)> **Sport:** Melbourne Cup (Australia)> **Sport:** Sydney To Hobart (Australia)

Purchase ABSOLUT and you and a friend could be spending four nights in Milan, the global home of fashion. To enter, simply purchase any specially marked 1L bottle of ABSOLUT VODKA Original or 750mL ABSOLUT flavour range from participating retailers. Alternatively purchase an ABSOLUT drink in one of our participating bars and you will receive a bottle card with details on how to enter. Follow the instructions on the bottle card or neck tag, text the unique code to 318 or register for your chance to win.

Full Terms and Conditions apply. You must be 18 years or over to enter.

DESIGNER COCKTAILS & PARTICIPATING BARS »**ENTER DRAW »**

LONELY HEARTS

Hailwood

HFE
UFRnew zealand
FASHION
WEEKDESIGNER COCKTAILS
& PARTICIPATING BARS »

Overview > Celebrating its partnership with Art Basel Miami, in 2011 Absolut rolled out a limited edition Absolut Miami with package design created by The Brand Union.

The liquor blends passion fruit and orange blossoms, debuts on December 8 and will be presented during Art Basel events in Wynwood that will be followed by a three-month promotional tour throughout the region.

The product will be available in retail on New Year's Day and will remain in shelves until at least the spring. The drink's ad campaign features a tagline: Dusk Till Dawn, just like how the Magic City rocks.

In South Florida's image-based nightlife sub-culture, vodka is the drink of choice for the velvet-rope VIPers, says Miami Herald.

Absolut's iconic approach to its bottles and experiments with tastes is just in the right place and time.

Recently, the brand has celebrated the coming of holiday season in the UK by setting a series of music events and rolling out the Absolut White.

"Miami is a very creative, very vibrant and forward-looking city," said Maxime Kouchnir, Absolut's vice president of marketing. "It's an absolutely perfect match with Absolut".

In addition, Absolut rolls out a series of pop-up parties during Art Basel and beyond. Pop artist Mr. Brainwash (Thierry Guetta) helps by using the traveling bar as a canvas.

The portable gallery features original Mr. Brainwash work, along with pieces of previous Absolut contributors and artists Daniel Fila and Ceron. The installation will appear at the Fontainebleau hotel next month and at Ultra Music Festival.

In 2012 Cuban art duo Los Carpinteros have created a latticed, circular bar installation on the South Beach waterfront. One of the artists, Dagoberto Rodríguez Sánchez, explains that the pan-opticon-shaped space, called Güiro, was inspired by the interior of a notorious Cuban jail – only here the jailer is a bartender and the prisoners are the drinkers.

The installation, done in collaboration with

Absolut Art Bureau, an offshoot of the vodka brand, is one of the less bling commercial artworks around the fair.

Absolut is the major sponsor of Art Basel, which stages the world's premier modern and contemporary art shows, held annually in Basel, Miami Beach and Hong Kong.

Absolut's support for the biggest art fair in the USA is part of its Absolut Art Bureau project – which operates as the fulcrum around which the Absolut Vodka Company's legacy of support and enthusiasm for the most exciting artists of our time now operates.

At the 2013 European show, Absolut was the Presenting Partner of Art Basel Conversations, Art Basel's talks program as part of Absolut Art Bureau's support of creative discourse and the sharing of ideas.

Art Basel Conversations is a lively discussion forum with programming ranging from artists talking through their practice to larger panels featuring collectors, museum directors, architects, curators, critics, gallery directors and publishers.

Engaging in discussion and debate, these speakers provide both an insider's view of the art world and the opportunity for dynamic and inspiring dialogue.

In addition to championing a physical platform for debate in Basel, Absolut Art Bureau is committed to making these discussions accessible globally through an enhanced digital platform. Professionally edited Art Basel Conversations segments will be archived on both the Absolut Art Bureau and Art Basel websites. <

> VIEW ON YOUTUBE





> VIEW ON YOUTUBE



Overview > Absolut and the electronic dance sensation Swedish House Mafia have further expanded their relationship through 2012 and 2013 with the vodka brand sponsor Swedish House Mafia's "One Last Tour".

The concert tour, which runs from November 2012 to March 2013, extends a partnership that began last Spring, when the two parties worked together to create a music video that received more than twenty-five million online views.

"We are thrilled to expand our relationship with Swedish House Mafia. They recently participated in an epic campaign for Absolut, and now we set out to create a mind-blowing final tour together," said Jonas Tahlin, Vice President Global Marketing at The Absolut Company.

"Music and cocktails go hand in hand, and we look forward to elevating an amazing music experience for more than 500,000 people around the world," Tahlin added.

In addition to being the brand poured in the venues along the tour itinerary, Absolut will partner with Swedish House Mafia to arrange exclusive pre-parties and after-parties in selected cities; conduct exclusive interviews; and arrange meet and greet sessions for fans.

Absolut will support the tour with a variety of promotional activities – from advertising and digital activation to exclusive in-venue/on-site consumer experiences.

Finally, the band will perform Greyhound – the hit track (below) created exclusively for Absolut during the tour.

"When we opened Coachella with Greyhound, it felt like the world would lift off. Our collaboration with Absolut has been incredibly creative, and we are excited to see the relationship grow," say the members of Swedish House Mafia. <



ABSOLUT GREYHOUND
Cocktails Perfected

A DRINK WITH NEW MUSIC BY SWEDISH HOUSE MAFIA

WWW.ABSOLUT.COM





Dom Perignon: Brand & Target

Based on the simple promise to 'make the best wine in the world'. The brand often references the 'visionary spirit' and 'exceptional daring' of its 17th Century founder. Its contemporary brand vision remains one of true luxury,, but emphasizes the constant reinvention of the 'exceptional'. Aims never to compromise on quality and to 'speak to the ages' while remaining 'intensely modern'. Focused exclusively on a self-selecting demographic of 21-pluses who see themselves as very classy and are very wealthy. Because of the high price point, the segment is self-selecting and consists only of those who can afford it. Simply put, if you can afford it, they will sell it to you.



> Marketing Snapshot

Blends heritage and legacy with being mysterious, edgy, and provocative through a focus on 'creativity'. A vintage-only champagne, each new vintage is considered an act of creativity in itself. Dom Perignon print executions run almost exclusively in high end/luxury fashion and style magazines (eg Vogue and Harpers Bazarre) and appear more like fashion lay-outs than alcohol ads. More recently it has experimented with premium new platforms/channels (eg tablets - which the brand sees as a way to reach economically wealthy, socio-cultural sophisticated and tech savvy consumers). Unsurprisingly, the consumer segment is part of the brand image: it has a consistent heritage of using the target audience/demographic to create a brand synonymous with prestige and wealth. In the past, it targeted mostly Baby Boomers and Gen Xers (partly as they had the most money and could afford luxury brands). Recently begun to expand its target market to Gen Y as it increases its wealth, whilst maintaining brand integrity. Its major brand events increasingly take the form of mixed media collaborations (rather than the big global sponsorship of a champagne brand like Moet Chandon which is the official part of a slew of major events, properties and bodies from The Americas Cup and Tennis (eg ATP, LTA & Federer) to the new Great Gatsby movie).

> Passion Points & Sponsorship Spaces

'Increasingly focussing on a 'mixed-media event' approach which largely blends art, fashion and film. It's so called 'Creator Platform' lies at the heart of its consumer engagement: this has featured avant garde collaborations with artists like Andy Warhol, designers like Karl Lagerfeld and directors like David Lynch. These collaborations arise from the idea of staying true to the brand's heritage, yet still pushing boundaries.

> **Sample Sponsorships, Partnerships, Alliances, Endorsements, Ambassadors & Associations:**

- > **Art/Mixed Media:** 'Power Of Creation' Event - Berlin 2012 With Opera & Video Art (Germany)
- > **Art/Mixed Media:** 'Power Of Creation' Event - Tokyo 2013 With Artist Benjamin Skepper (USA)
- > **Ambassador/Creative Collaberation:** 'Power Of Creation' Film Director David Lynch (Global)
- > **Ambassador/Creative Collaberation:** 'Power Of Creation' Designer Martin Szekley (Global)
- > **Ambassador/Creative Collaberation:** Karl Lagerfeld (Global)
- > **Celebratory Experience Partnerships:** Caesars Palace/Back Bar Wedding Package (USA)
- > **CSR:** Keep Memory Alive 'Power of Love Gala' (USA)
- > **Gastronomy:** Eli Bulli Event (Spain)
- > **Gastronomy:** Robb Report's Culinary Masters Competition (USA)
- > **Gastronomy** David Bouley's Test Kitchen Tasting Event (USA)

Overview > Dom Pérignon has always sought to associate itself with the idea of breaking the rules to pursue unknown and unconventional paths.

Those 'paths' have led to extraordinary collaborations with artists, creative figures, and leaders of various areas.

In recent years these collaborations have tended to take a multi-media format and have been held under the brand's umbrella 'Power Of Creation' big idea.

Artists who have collaborated with Dom Pérignon have included Karl Lagerfeld, Marc Newson, Ferran Adrià, Sylvie Fleury, Lang Lang, Robert Wilson, David Lynch and Leo Kuelbs.

The designer, who confesses to long having held a torch for Dom Pérignon, says it is the only alcohol to pass his lips.

One of Lagerfeld's innovative vintage launch art projects, running under the brand's 'Power Of Creation' platform, was to celebrate the launch of Dom Pérignon's Oenotheque Vintage, was to create a vintage art book project called 'Visions and Decision'.

Effectively Lagerfeld created a Dom Pérignon brand-led, silver-clad 'style bible' to sit at the heart of the vintage's 'decadent' marketing campaign

The book itself was penned by Lagerfeld's über-muse Amanda Harlech.

And the designer (who styled the tome) also worked on the project with supermodel pair Claudia Schiffer and Brad Koenig in a variety of different guises; from film and photography, to interviews and opinion.

Visions and Decisions is more than just a pretty picture book. It tells the tale of an old money Dom Pérignon heir on the hunt for the perfect woman.

The characters dress up in numerous guises - ranging from Oriental temptress and libertine Ingenue to disco queen and dominatrix.

Lagerfeld has styled these transformations as a manifestation of the Oenotheque's unique aging concept.

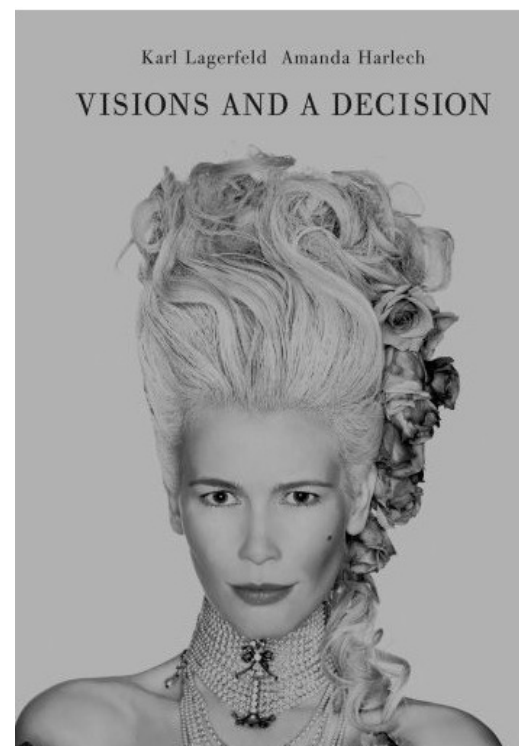
The core idea is that, like the best of Dom Pérignon's wines, Schiffer's character morphs

seamlessly from 18th century heroin to 21st century woman - while retaining her own innate personality throughout.

In addition to fashion-led print work itself, the book also spawned other assets including behind-the-scenes footage of the core photo shoot.

The book (and the vintage launch) also included several other launch partnership promotions.

For example, one of these included an initiative which saw the brand team up with style magazine Wallpaper to offer 100 readers the chance to win their own copy of the book by signing up to the magazine's online email and entering a style-led competition. <

[> VIEW ON YOUTUBE](#)[> CLICK TO SITE](#)



Overview > Twin Peaks, Eraserhead, Blue Velvet and Dom Pérignon?

The idea behind the Dom Pérignon and David Lynch collaboration is to benefit from two icons that have total faith in the power of creation.

The brand's latest 'Power of Creation' art alliance project is a limited-edition bottle Lynch has made for Dom Pérignon 2003 and the Rosé 2000.

Director David Lynch is best known for his rich and often disturbing films, filled with dreamy imagery and sometimes unsettling themes.

In 2012 Lynch entered into a new collaboration — designing the label for limited-edition bottles of Dom Pérignon Champagne, called 'The Power of Creation.' Bottles of Dom Pérignon 2003 and the Rosé 2000 will feature Lynch's design.

Lynch says that the designs, which follow an ad campaign Lynch created for the company last December, came about through "a process of tuning in and then through experimentation getting something that expresses the essential nature."

Lynch, working in a California studio transformed into a darkroom, spent two days taking an impressive on-site voyage around the timeless Dom Pérignon bottle. Letting his imagination take flight, he invented stories, created sets and cobbled together strange theatrical machinery.

He then conducted lots of experiments and took many, many photos.

Filmmaker Luke Gilford created a video for Nowness.com to accompany the designs that emulates Lynch's at times creepy style. Lynch himself makes an appearance.

Gilford paid homage to the Mulholland Drive director by adopting his stylistic motifs, interspersing scenes from the exclusive party in Hollywood—featuring a live performance by The Kills and a DJ-set by Diplo for a crowd including the likes of Bret Easton Ellis, Bill Viola and Shannyn Sossamon—with the Lynch-designed bottle's reveal capturing Los Angeles' fantastical visage.

"I showed up to my grandma's house with a fog machine and lasers at 9am the day after," explains Gilford. "Those images function a bit like non-sequiturs—of the same world, but kind of a

hiccup, too. I wanted to build more of a dream sequence than a linear narrative."

In a release, Dom Pérignon said the partnership with Lynch was natural because they have much in common, including "mystery, intensity, commitment, time, the constant reinvention of the self, and above all, absolute faith in the power of creation."

Lynch, one of Hollywood's most renowned film makers, revealed his new design for Dom Pérignon at a surreal Los Angeles event,

Lynch and Dom Pérignon chef de cave Richard Geoffroy launched the new design at a party headlined with a short film by Luke Gilford.

The experiential evening took guests, including Lykke Li, Kelly Osbourne, and Ed Ruscha, through a labyrinth of rooms, culminating in a gallery of installations representing the work that went into the bottle's design.

Laura Harring, whom Lynch directed in Mulholland Drive recognized the auteur's unmistakable touches - and not only because he was doodling on the gallery's interactive chalkboard.

"Through his voice and his look, he sets the tone for you. He uses the minimal amount of words and you're in his Lynchian world."

After the bottle's moment in the spotlight, Lynch's favorite bands, the Kills, took the stage.

Lynch's designs, which follow the advertising campaign he made for Dom Pérignon in December last year, are 'a process of tuning in and then through experimentation getting something that expresses the essential nature,' Lynch said.

According to Dom Pérignon's, the gift box is 'a little magic theatre, similar to the ones that David Lynch could have imagined. The silk ribbons at either end raise the curtain on the interior of the box, where Lynchian chiaroscuro silhouettes herald a world where mystery is a game.'

Lynch has also designed the décor for ten Dom Pérignon Vintage 2000 jeroboams and ten Dom Pérignon Rosé Vintage 1998 jeroboams.

The limited edition packs will be available in the UK from mid-October, priced at around £120 for the Dom Pérignon Blanc 2003, and around £240 for the Rosé 2000. <

[> VIEW ON YOUTUBE](#)[> VIEW ON YOUTUBE](#)

> VIEW ON YOUTUBE





Hennessy: Brand & Target

The world's oldest cognac house traditionally had a base of older drinkers and focused on luxurious experiences, sensuous pleasures and opulent celebrations, mixed with classic 'style' and 'taste'. But recent innovations have tried to broaden the appeal to younger drinkers and women by introducing new products and marketing them accordingly. In recent years it has developed an association with the hip hop community and partnered with a set of creative, slightly idiosyncratic celebrities. The brand has repositioned around an eclectic take on the idea of the constantly evolving search for personal success. Focuses on the idea of engaging, provoking and inspiring people to achieve their goals. The brand's core target is men aged 21 to 34 years old.



Never stop. Never settle.

> Marketing Snapshot

Former agency Berlin Cameron United's 'Flaunt Your Taste' celebratory approach that featured bright and brash young-ish people in sybarite settings, has been replaced by new agency Droga 5's 2012 'Never Settle' (similar to Johnnie Walker's 'Keep Walking' and North face's 'Never Stop Exploring') and focuses on exploring what drives you to reach/realise your potential. Part of the reason behind this switch is that the old approach seemed out of synch with the prevailing mood of consumers after the financial crisis as they reconsider what matters and look to more tangible and authentic types of accomplishments than merely amassing large piles of money.

> Passion Points & Sponsorship Spaces

The search for success through an enriching, eclectic mix of experiences (from hip hop to horse racing) is the foundation of its approach. The idea is based on bringing together the most creative spirits to create an eclectic mix that is delightful to experience sees the brand activate around a slightly odd collaboration of passions from art, music and sport.

> Sample Sponsorships, Partnerships, Alliances, Endorsements, Ambassadors & Associations:

- > **Ambassadors:** Wild Rabbit - Singer Erykah Badu, Boxer Manny Pacquiao & Director Martin Scorsese (Global)
- > **Design Collaboration:** Hennessy/Converse/Futura - Bottle & Trainer Design Project (USA)
- > **Fiesta/Ethnic Community:** Latino All-Star Weekend Fiesta (USA)
- > **Music:** Nas Partnership & Coachella Concert (USA)
- > **Music:** Hennessy Artistry Initiative - Somaya Reece 'Would You Still Love Me' Music Video (Global)
- > **Music:** Hennessy Artistry Initiative - The Roots Tour (Global)
- > **Music:** Chase The Music / Own The Stage (Global)
- > **Music:** Blues Passions Festival - Cognac (France)
- > **Sport:** Hennessy Gold Cup - Leopardstown (Ireland)
- > **Sport:** Hennessy Gold Cup - Newbury (UK)

Overview > Hennessy's current 'Wild Rabbit - Never Stop, Never Settle' campaign, which seeks to celebrate aspiration and the pursuit of goals by personifying the search for success, is fronted by three celebrities who are meant to symbolize achievement - the singer Erykah Badu, the boxer Manny Pacquiao and the director Martin Scorsese.

Ms. Badu describes her wild rabbit as "bringing new things into the world by following my heart." Mr. Pacquiao says his is "to fight the fights that really matter." And for Mr. Scorsese, it is "to portray life as people really see and feel it."

The celebrities appearing in the ads are those for whom the arc of their work, their career, their image, reflects never been satisfied, constantly pushing to the next level. They may not be obvious spokespeople, and as a result the brand hopes they will engage its target in an unexpected way.

The campaign is the brainchild of the Droga5 agency in New York, which was selected as the creative agency for Hennessy in April 2011.

The campaign includes television commercials; print advertisements, which include QR codes; online and outdoor ads; promotional radio; and a strong presence in social media like Facebook and Twitter.

In a sign of the times, the campaign began on the Hennessy fan page on Facebook, at facebook.com/Hennessy, with a post from the brand asked "all our fans pushing the limits of their potential: What's your wild rabbit?"

That was followed by further comments like What drives you? That's your wild rabbit. Now how much will you sweat to get there?

The micro site at neverstopneversettle.com is the the hub for the campaign, in keeping with the fact that the target audience is spending an ever increasing amount of time online.

Hennessy has more than 988,000 fans on Facebook, he adds, recently began its Twitter feed and is working with Spotify on musical aspects of the campaign.

The digital elements like those, as well as the QR codes, amplify the advertising, as well as provide information.

The theme is something different for the Cognac category, which typically presents the trappings of success rather than looking into how or why those who choose to drink Cognac got to where they are.

Indeed, previous ads for Hennessy, created by Berlin Cameron United, part of the United Group division of WPP, depicted bright young-ish things celebrating in sybaritic settings. The theme was "Flaunt your taste."

That approach seems out of synch with the prevailing mood of consumers after the financial crisis as they reconsider what matters and look to more tangible and authentic types of accomplishments than merely amassing large piles of money.

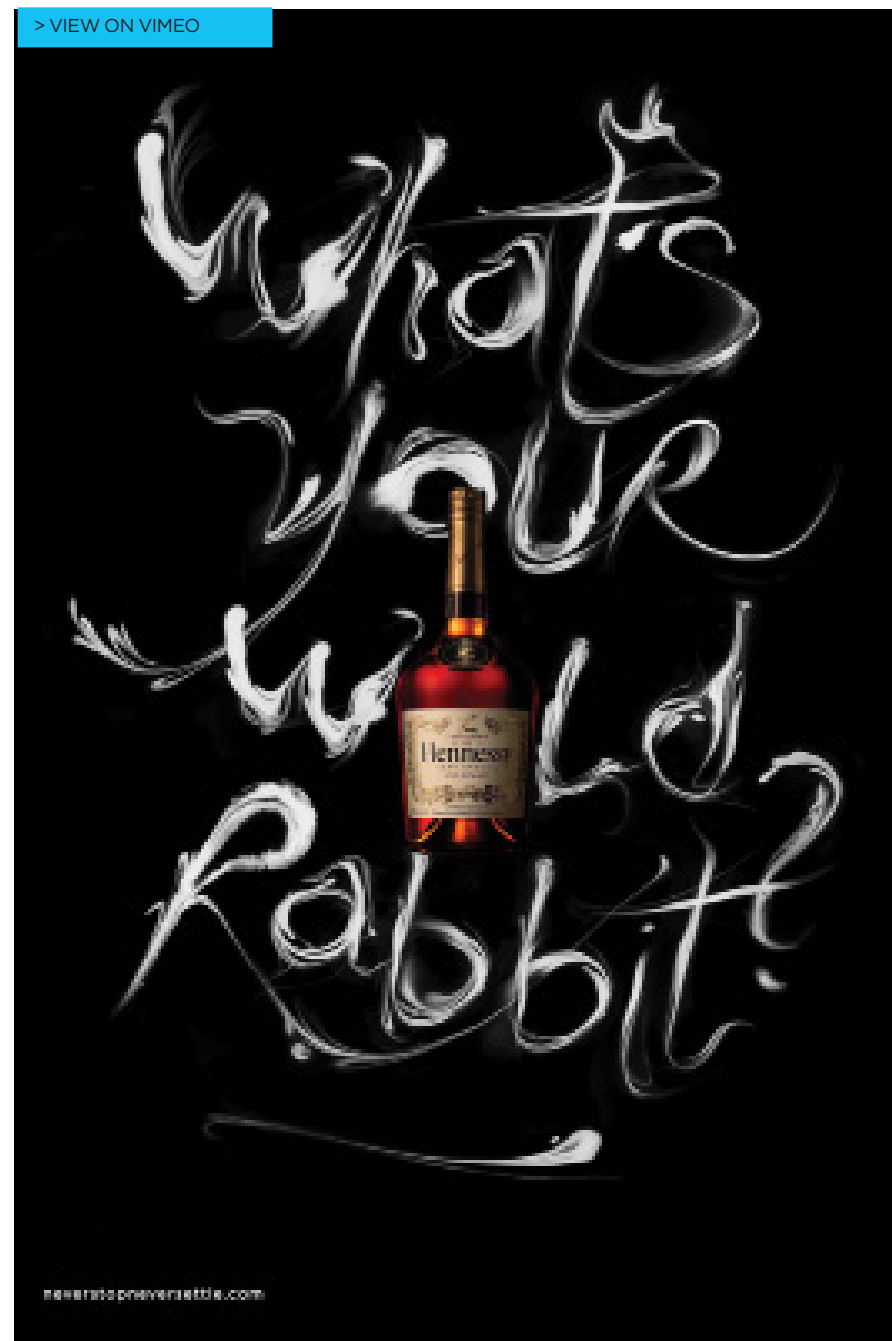
Although ads that portray the life style of consumers have been "successful" for Hennessy, says Rodney Williams, senior vice president for Moët Hennessy USA, they have become "a little expected."

The "whole new communication platform" embodied by the campaign is intended to "engage, inspire, even provoke" consumers, he adds, "and connect with them in a more emotional way."

The campaign is "speaking to a personal value our core consumer, men ages 21 to 34, are really grappling with: realizing one's potential," Mr. Williams says.

"It's authentic to Hennessy because we've been around for 248 years and we're still trying to make the perfect Cognac," he adds. "Never satisfied." <

> VIEW ON VIMEO



> VIEW ON YOUTUBE



> VIEW ON YOUTUBE



> CLICK TO SITE





ACTIVATIVE

The activation of sponsorship rights is now more creatively and strategically complex than ever – but the potential rewards are far greater too. The challenge for sponsorship marketers is to keep up with the most relevant ways of maximising value and to keep ahead of the competition.

Activative provides intelligence and insights services that help our clients – rights owners, brands, agencies and professional services – stay at the forefront of this evolving landscape. We focus on emerging strategies and tactics, original and innovative ideas, future facing media and new technologies across the sponsorship community – from sports, music, arts and culture, to education, ecology, cause and corporate social responsibility.

Our role is to advise, analyse, explore, filter and stimulate marketers across the entire space – from traditional sponsorships, to brand tie-ins, strategic collaborations and commercial partnerships. Activative provides clients and subscribers with trends insights, activation stimulus, creative idea generation, competitor/sector analysis and strategic planning. Through our interactive trends, reports and showcases, publishing, online monitoring source and our research and consultancy we guide sponsorship professionals through this changing space.

The old sponsorship model, based on one directional brand-biased claims, vanilla hospitality, badging brands with logos, eye-ball metrics, cost per thousand, reach and frequency, is being replaced by one based on authenticity, customisation, dialogue, interactivity and permissive engagement. Sponsorship is flourishing in this new communications environment as brands seek symbiotic passionate platforms around which to build consumer conversations.

So Activative looks beyond the sponsorship stalwarts of logo rights, arena billboards, shirt sponsorship, celebrity spokespeople, on-pack ticket promotions and traditional above-the-line advertising, and focuses on original ideas and fresh initiatives that leverage new technologies and trends, including: ambush and guerrilla work, branded content and entertainment, blogs and social media, consumer creation and generation, experiential and interactive, gaming and video, utilities, word of mouth and relationship marketing.

We seek out the unconventional, champion daring ideas and analyse breakthrough thinking. The team is committed to innovative thinking. We are not a mouthpiece for the profession, the rights holders or the sponsors themselves. The real value in our work lies in linking trends and making connections, exploring new ideas and identifying original approaches. We offer independent research and objective analysis and use this to make directional insights and actionable recommendations. <

Editorial Director

> Jeremy Edwards

Content & Editorial

> Activative Content Team

Production Editor

> Charles Hickley

Design Concept

> Garvin Hirt, Flok Design

> www.flokdesign.com

For further information about Activative please contact Jeremy Edwards at:

> jeremy.edwards@activative.co.uk,

> T +44 (0)20 8144 5345

> M +44 (0)78 1841 6572

> W www.activative.co.uk

> T @activative

Activative accepts no responsibility for loss/damage to material submitted. The views expressed in Activative are those of respective contributors and are not necessarily shared by the magazine. No part of this magazine can be reproduced, copied or transmitted in any form or by any means stored in any information or storage retrieval system without the publisher's written permission. Where source material has been reproduced, copyright remains with the owner and may not be reproduced without the owner's prior consent.

Add some Activative insight and intelligence to your thinking for 2013 >

Subscribe to Activative before the end of July 2013 and enjoy a 25% discount on 12 months of sponsorship inspiration and analysis.

Your subscription will include both:

- > Activative Platform: our quarterly interactive magazine & online access to the digital archive
- > Activative Source: our 24/7 database resource of activation case studies & weekly email newsletters

Visit www.enerative.co.uk or email contact@enerative.co.uk for full individual, agency and company prices and details. <





ACTIVATIVE