

RÉMY MARTIN

TEAM UP FOR EXCELLENCE CAMPAIGN 2019

DIGITAL ACTIVATION

11/06/2019



STRATEGIC INTRODUCTION

THE STRATEGIC BACKGROUND

WE WANT TO PROPEL REMY MARTIN INTO BECOMING A **SUCCESSFUL AND ICONIC INTERNATIONAL BRAND**,
TO **CONNECT EMOTIONALLY** WITH OUR CLIENTS AND AFFIRM OUR **PRODUCT SUPERIORITY**.

TO DO SO, WE WANT TO KEEP APPEALING TO OUR CONSUMERS' MINDSET
THROUGH EXPRESSING A **STRONG INSPIRATIONAL CLAIM**,
AND GIVING MORE **PREMIUM VISIBILITY** TO OUR PRODUCTS AND OUR BRAND IDENTITY.

THE NEW BRAND PLATFORM

WE MOVE **FROM** INSPIRING A "PHILOSOPHY OF LIFE" BY REFLECTING THE PLURALITY OF OUR CONSUMERS' LIVES
TO CONTINUING TO CONNECT WITH OUR CONSUMERS ALL WHILE PROMOTING THE STRENGTHS OF OUR BRAND, BASED ON THREE KEY PILLARS:

PRODUCT TRUTH

It takes a team of masters to produce great cognac

MILLENNIALS VALUES

The co-culture success is greater when achieved together

BRAND TRUTH

Rémy Martin's success through history lies in the encounter and collaboration

COLLECTIVE ACHIEVEMENT

THE NEW BRAND PLATFORM

THROUGH A CREATIVE EXPRESSION OF:

TEAM UP FOR EXCELLENCE

BEHIND EVERY INDIVIDUAL SUCCESS IS A COLLECTIVE STORY

THE CAMPAIGN DEPLOYMENT

THE DIGITAL ACTIVATION IS A CORE PART OF THE 360 DEPLOYMENT OF THIS NEW BRAND PLATFORM.

THE OBJECTIVES ARE:

#1 BRAND AWARENESS >> DEPLOY AND AMPLIFY THE BRAND TERRITORY
#2 BRAND CONSIDERATION >> ENGAGE THE TARGET
#3 CONSUMPTION >> CONVERT & RECRUIT CONSUMERS

THE KEY MESSAGES WILL BE:
INVITE PEOPLE TO **TEAM UP**
TO **ACHIEVE EXCELLENCE AND CELEBRATE**


CREATIVE

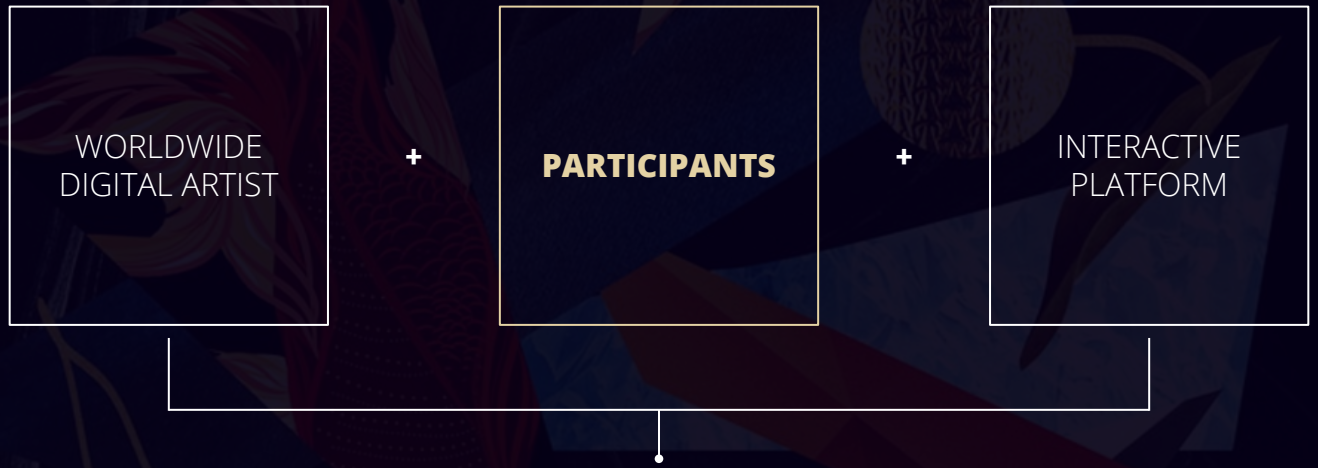


Team up for Excellence.

THE WALL OF ART

RÉMY MARTIN WALL OF ART

THE IDEA IS TO CREATE THE BIGGEST **PARTICIPATORY** MASTERPIECE AROUND THE RÉMY MARTIN COGNAC UNIVERSE AND IN THE FORM OF A GIANT DIGITAL FRESCO.





DETAILED IDEA

An international collaborative artwork

We propose to partner with an artist, specialist of collage, who will create dedicated libraries of images, patterns, shapes, inspired by Rémy Martin, its Cognacs, its origines, tradition and culture.

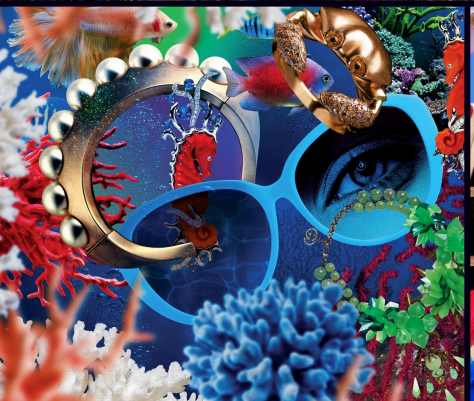
We will call on people's creativity from all around the world to team up and create the greatest artwork all together.

An activation site specifically built for this activation will host all the libraries. Each user will have an access to a live and giant canvas where they can place the patterns they chose.

By bringing its own touch, each participant completes the work of other participant and completes an always growing digital collaborative fresco. All participants are always credited for their contribution.

Once the stunt is completed, a selected jury of Rémy Martin and the artist will chose the best part of the fresco and reward the selected participants with a very special incentives.







OUR ARTIST RECOMMENDATION

Mat Maitland

We have selected Mat Maitland for its artistic skills and his unique creative touch which fits perfectly with the spirit of our activation idea. His worldwide reputation and creative excellence are very beneficial for a partnership.

Mat is a world famous collage artist based in London. His surrealist-pop images and films have been commissioned by a wide range of clients including Louis Vuitton, Kenzo, Bulgari, Hunter, Tate Gallery, MAC Cosmetics, Nike, Printemps Paris and the English National Opera. His images have also been featured in various magazines including Interview, V, King Kong, Le Monde, Vogue Japan, L'Officiel, Hero and Vanity Fair.

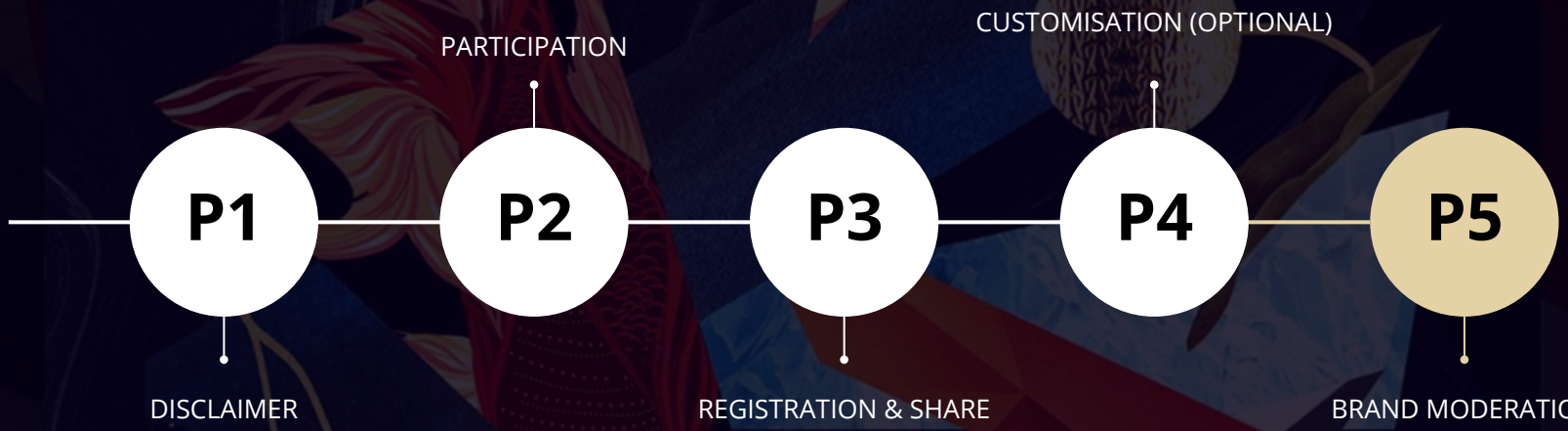
Mat has also art directed and designed music campaigns and images for Michael Jackson, Prince, Beck, Goldfrapp, Basement Jaxx, Elton John, Kylie Minogue, Lana Del Rey, Marina & The Diamonds and Mark Ronson among many others. His music work can be viewed on the Big Active website.

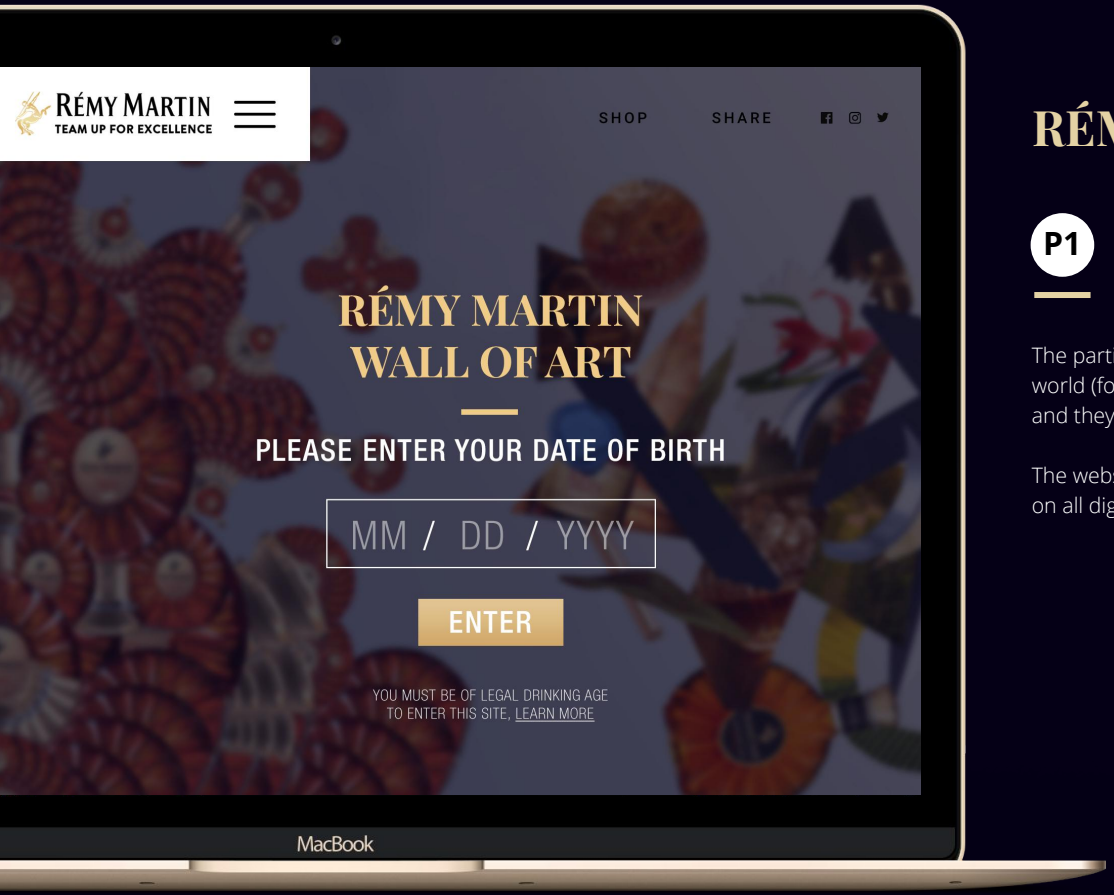
WEBSITE

RÉMY MARTIN WALL OF ART

CONSUMER FLOW

HOW THE CONSUMER JOURNEY ACTUALLY HAPPENS ON THE DEDICATED WEBSITE





RÉMY MARTIN WALL OF ART

P1 DISCLAIMER

The participants can connect to the activation website from all around the world (focus on the key markets – China, USA and EMEA has to be confirmed) and they should be +18y.o.

The website is conceived as a fully responsive tool that can be easily consulted on all digital devices (laptop, iPad, mobile) to respond to all possible usages.



RÉMY MARTIN WALL OF ART

P2 PARTICIPATION

Once connected, the user can view the fresco evolution. And this happens live.

To participate on his own, the user has to access one of the available libraries, select the elements he likes and just **Drag & Drop** them into the canvas.

The library and the canvas allow to express an almost unlimited creativity thanks to numerous combinations of images, shapes and color associations.



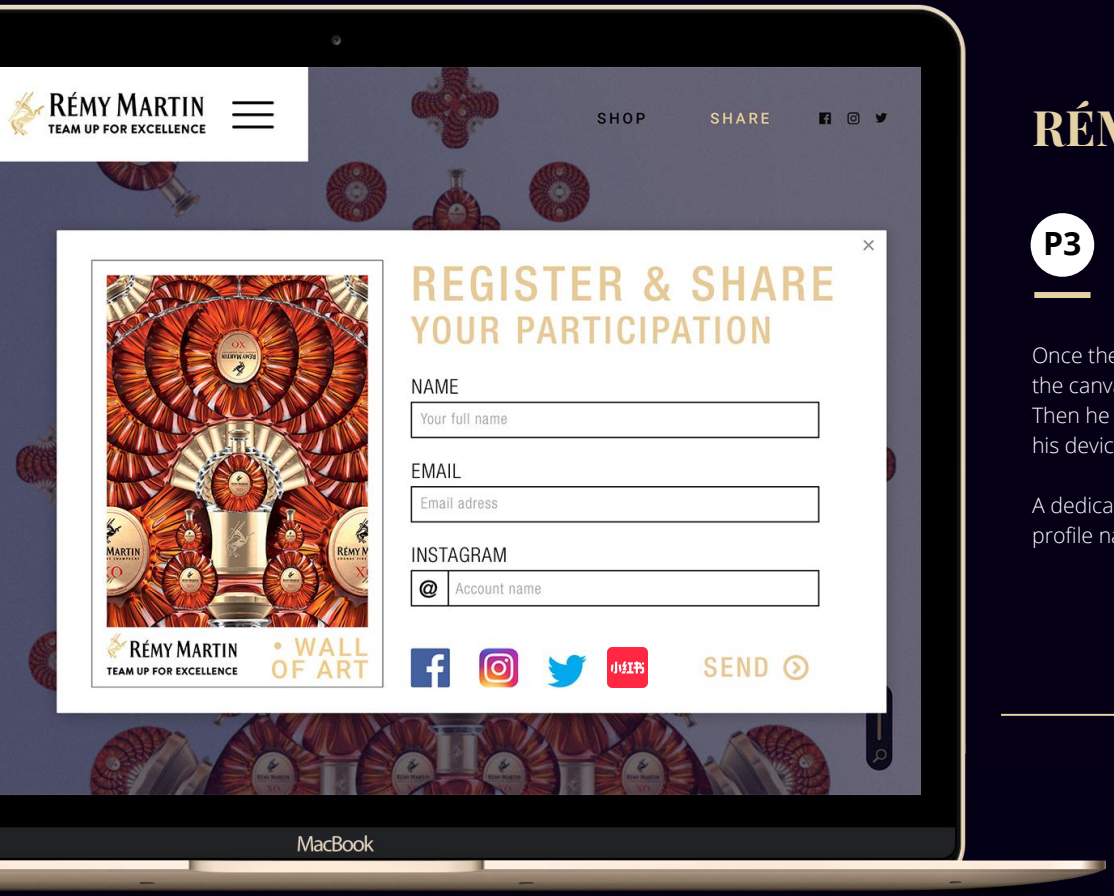
RÉMY MARTIN WALL OF ART

P2 LIBRARIES OF PATTERNS

The libraries of patterns are created by the artist. They are toolboxes and each has a specific range of images referring to Rémy Martin universe

- **Mastery of Cognac making (grapes, oak barrels, fire..)**
- **Rémy Martin history and tradition (centaur, team work..)**
- **Taste and Savors (liquids, glasses,..)**
- **Cultural assets to support local relevance (chineses symbols, african patterns...)**

To enhance the creativity and give to participants the desire to come back to the activation platform, every week we can release new libraries with fresh assets.



RÉMY MARTIN WALL OF ART

P3 REGISTRATION & SHARE

Once the user is satisfied with his participation, he can generate the extract of the canvas with the part he has contributed to.
Then he can share them on Facebook & Twitter, and/or directly save them on his device so later he can share them on Instagram.

A dedicated text box allows to tag participants on Instagram by filling their profile name.





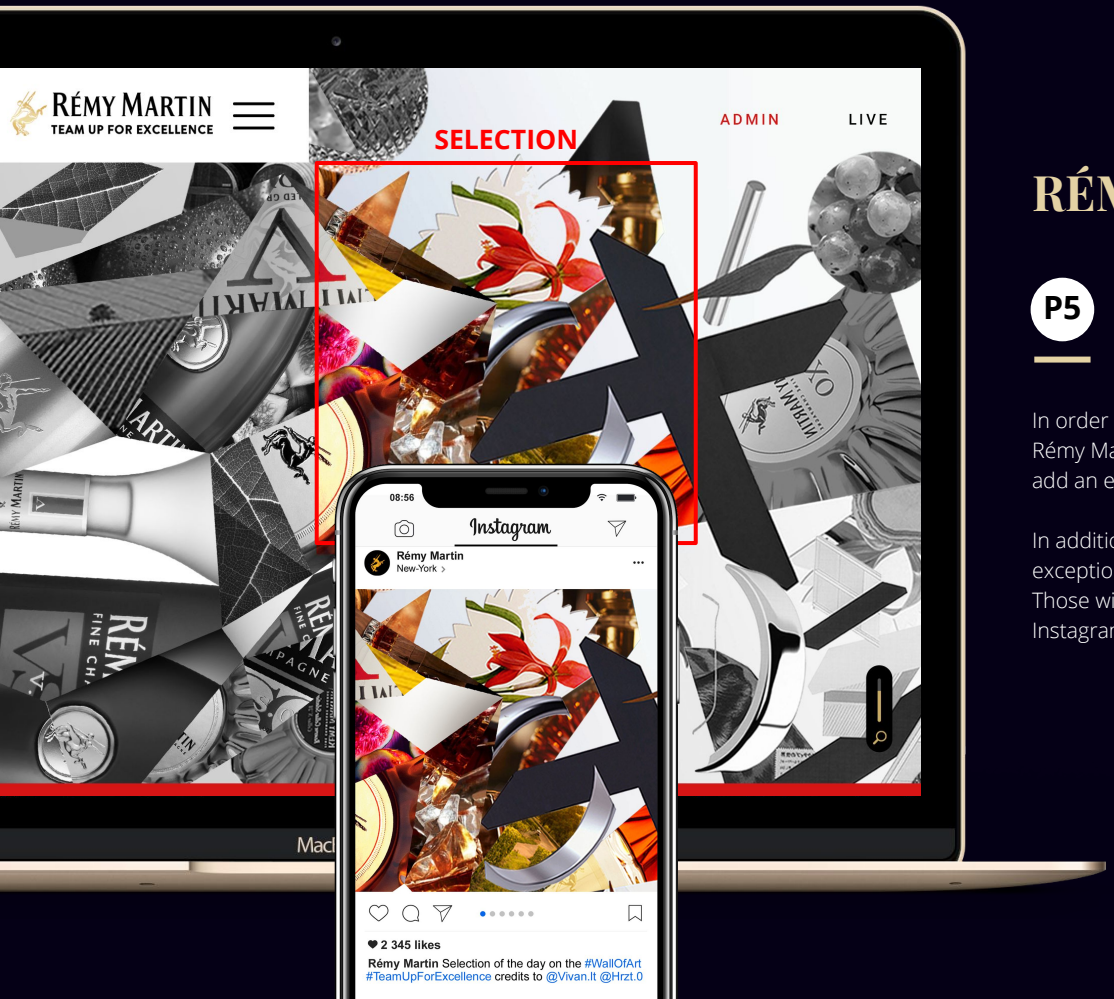
RÉMY MARTIN WALL OF ART

P4 CUSTOMISATION *(OPTIONAL)*

The digital fresco can be also deployed on the special bottles edition and packaging.

Every participant has a privileged access to order the special bottle with an extract of the fresco on it.
It can be also the extract he/she have created.

The perfect collector piece,
the perfect personalised gift,
the preferred cognac for the special Celebration....



RÉMY MARTIN MODÉRATION

P5 BRAND MODERATION

In order to guarantee quality control of the evolutive fresco, the artist and Rémy Martin jury will constantly check the artwork and when needed they can add an extra pieces to drive properly the artistic direction.

In addition, every week the artist and Rémy Martin jury will select the most exceptional part of the fresco.
Those will be shared on the Rémy Martin dedicated social media (Facebook & Instagram) and will feed the communication campaign.

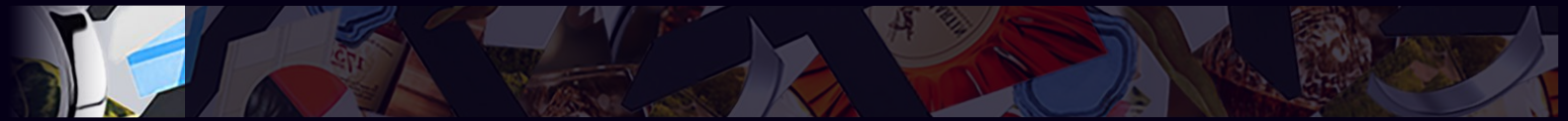
RÉMY MARTIN WALL OF ART

ORCHESTRATION

mid- OCTOBER

end of OCTOBER

beg. of DECEMBER



TEASING



TEASING

COLLABORATION ARTIST REVEAL

For the Teaser phase, Rémy Martin will publish the first post of the hero product - XO, with the first patterns elements created by the artist Mat Maitland.
As the first public launch the Rémy Martin collaboration with the artist will be announced via an instagram tagging.

Wording

Our new team up art project release coming soon … stay tuned !
#ArtByRemyMartin #TheWallOfArt #TeamUpForExcellance

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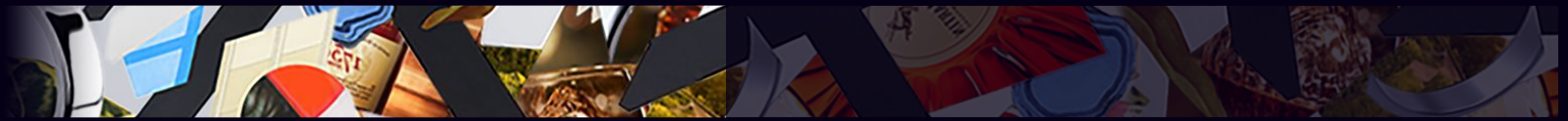
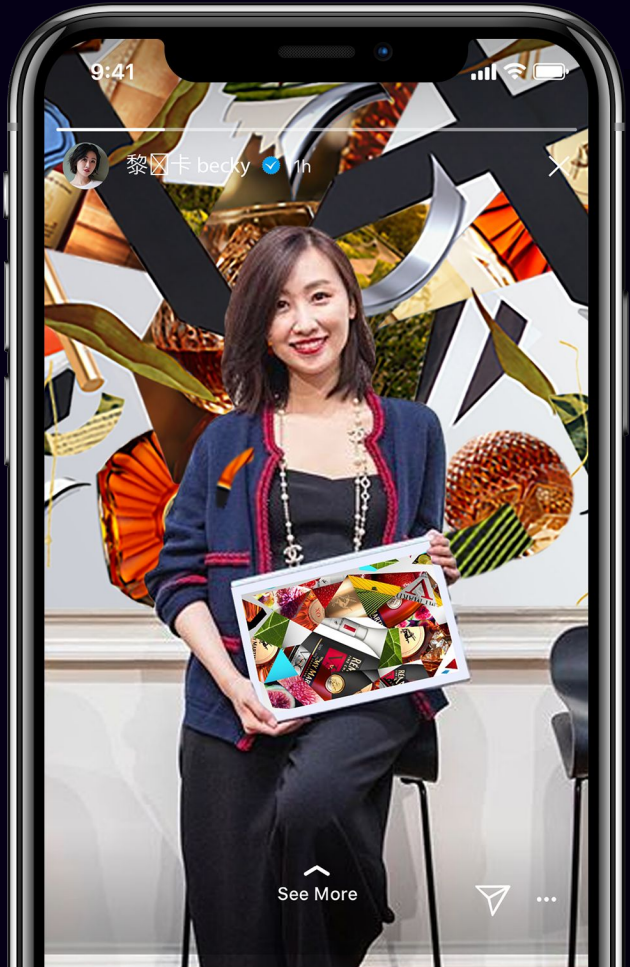
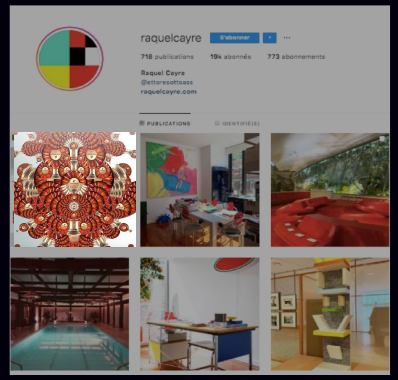
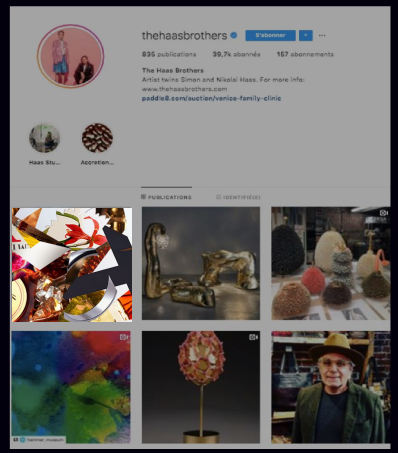


TEASING

PRE LAUNCH







PRE-LAUNCH

INFLUENCERS PARTNERSHIP

As the step 1 of the launch, to inspire and guide the participants-to-be, an exclusive access to the platform website will be opened to the selected influencers.
Those will be chosen depending on the key markets priorities, their creative skills and/or artistic knowledge.

The influencers will have to create their part of a collaborative fresco, based on the assets available in the library just as participants will have to.
The description of how the platform works is an educational part intended for the future participants.

RÉMY MARTIN WALL OF ART

ORCHESTRATION

mid- OCTOBER

end of OCTOBER

beg. of DECEMBER



TEASING

PRE LAUNCH

BURST



BURST PHASE

CONTENT FILM

As the burst part of the activation deployment, we will air the film focusing on the exclusive partnership of Rémy Martin with Mat Maitland , him discovering Cognac region, searching for inspiration for the patterns, then working on the assets of the digital libraries.





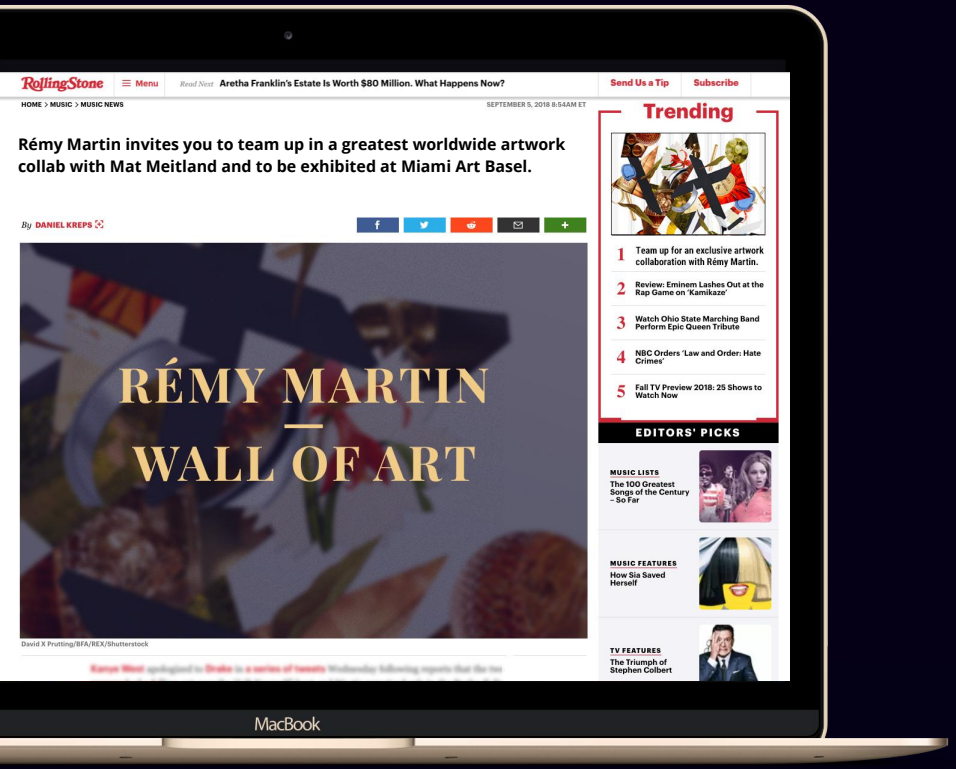
BURST PHASE

TWO INCENTIVE

To drive the participation, Rémy Martin has two exclusive and unique rewards:

#1 All participants to the collaborative digital fresco, can be selected by Rémy Martin jury and the artist, and the extract of their participation will be shown during Art Basel in Miami. They will be invited to Miami as well.

#2 The participants who share their part of the collaborative fresco on Instagram with dedicated hashtags #ArtbyRemyMartin & #TheWallOfArt , can win a discovery trip to Cognac and the Rémy Martin Maison with an exclusive visit and tasting.



HIGHSNOBIETY

UNILAD

VICE

HYPEBEAST

BURST PHASE

MEDIA KEY MESSAGE

To boost virality of the operation, we recommend to partner with key media selected on the relevance they have towards our target. This should be worked out in partnership with the media agency.

PR KEY MESSAGE

Rémy Martin invites you to team up in a greatest worldwide artwork collab with Mat Meitland and to be exhibited at Miami Art Basel.



BURST PHASE

PUSH-MEDIA

Instagram stories will be an important part of media support.
We invite participants to share their part of the fresco and mention Rémy Martin via hashtags #ArtBy RémyMartin and @TheWallofArt.
Dedicated swip-up CTA pushes to the platform.
The operation is spread over all Rémy Martin potential target.



BURST PHASE

TEAM-UP DOOH

Specific billboards to support the operation are strategically geo localised in relevant areas to Rémy Martin target and potential consumers (i.e. museums).

Museums Recommandation :
Today Art Museum - Shangaï
MoMA – New York
Centre Georges Pompidou – Paris
Tate Modern – Londres
Wits Art Museum - Johannesburg

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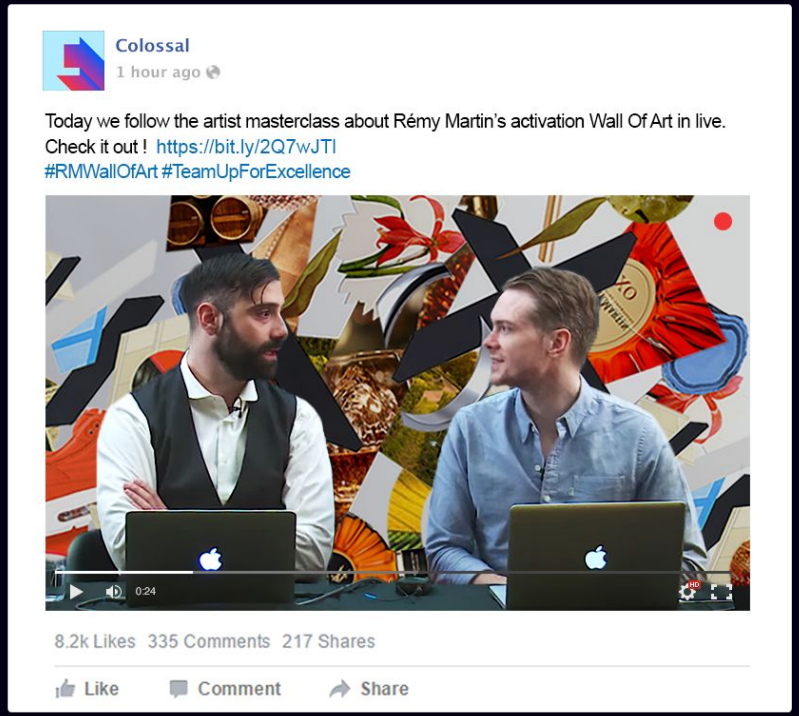
TEASING

PRE LAUNCH

BURST

SUSTAIN



SUSTAIN

LIVE MASTERCLASS

To promote the visibility of the activation on the social media, Art Partner media will broadcast interviews about the artist and Facebook Live sessions. The target will be defined conjointly with the media agency (mixing the Rémy Martin consumers and potential consumers, and the artistic interests).

The Live sessions will focus on the artistic process discussions. Explanation on the activation and how the site, toolbox will be also shared.



SUSTAIN

SOCIAL MEDIA HIGHLIGHTS

Every week the artist and Rémy Martin Jury will select one part of the digital fresco, and share them on social media (instagram posts and stories) highlighting the collaborative action by mentioning the participants who have built this part together.



SUSTAIN

STORE : A DEDICATED AREA

The activation will be also promoted via all the defined place of sales such as the Duty Free areas in the airports (focus on the key markets: Shanghai, Hong Kong, New York, Chicago, Los Angeles, Paris, London) and the selected stores.

In those areas, people will be able to participate at the operation through interactive terminals.



SUSTAIN

NIGHT-CLUB TABLE

Depending on the market, the night club area are key places of conversion.
The activation should be also promoted in these areas.
Tailor made assets can be prepared to deploy the activation.

For example in China, the interactive digital table screens are common in night club. We recommend to take an advantage of it and use it to allow people to team up and create their part of the fresco also during their night time out.



SUSTAIN

DIGITAL BILLBOARD

Before the launch of Art Basel in Miami, 2 weeks before a campaign of digital billboards will be launched.
Those billboards will broadcast a time-lapse of the fresco construction.
And call out on early December reveal.

Social media will broadcast as well the time lapse.
And to celebrate all participants we will mention their names in the credits.

RÉMY MARTIN WALL OF ART

ORCHESTRATION

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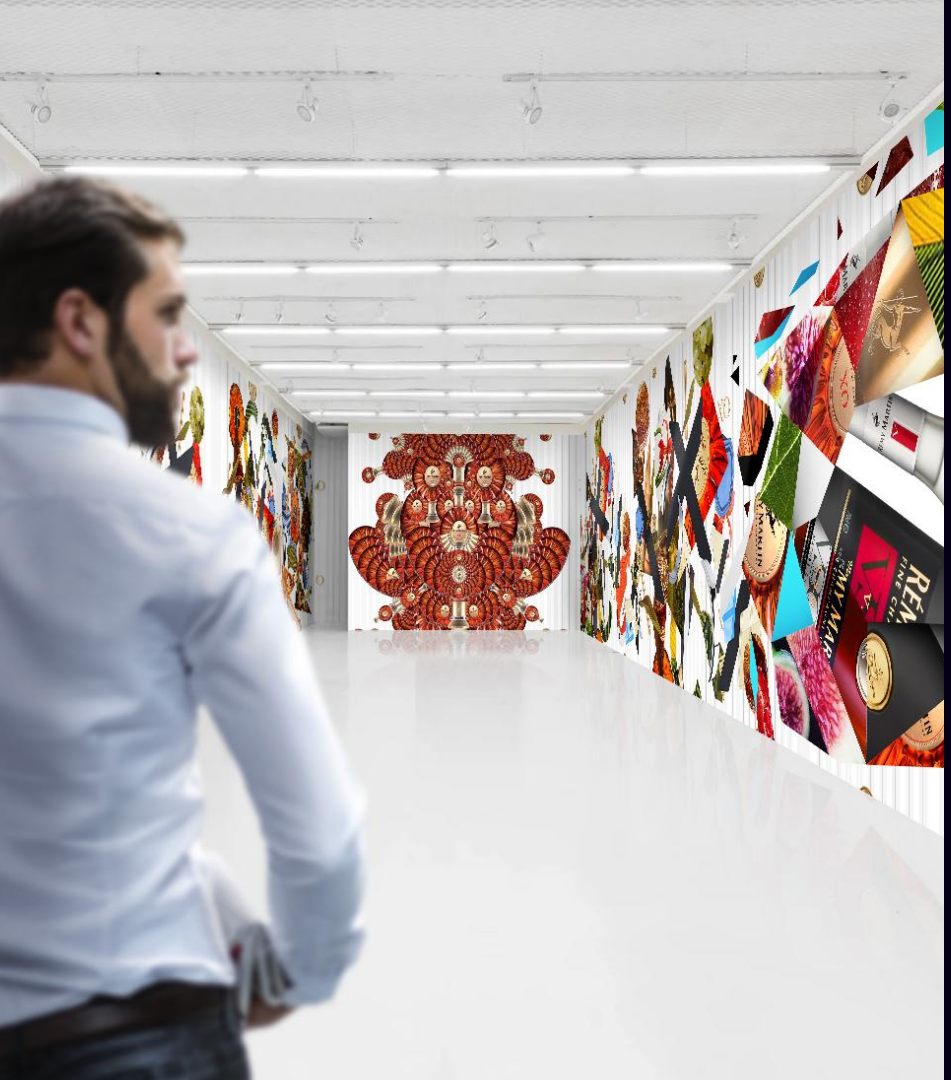
TEASING

PRE LAUNCH

BURST

SUSTAIN

REVEAL



REVEAL

THE EXHIBITION

We duly noted that one of the key period of the year for Rémy Martin is the end of the year in December.

This is why the Reveal of the Digital Fresco takes place at Art Basel Miami in a real exhibition celebrating all participants and their collaborative achievement.





REVEAL

CELEBRATION PARTY

As a supreme celebration we do an opening party at Art Basel Miami and we l reveal the 10 participants who have been selected as the best fresco part (by the artist and Rémy Martin Jury).

Their pieces of art will be exposed in a great format.
It will express what team up work means.

The selected participants will be invited to the event thanks to a celebration kit and will be also supported by influencers (same as in the first phase) and PR.



REVEAL

A DEDICATED PACKAGING

The selected part of the digital fresco will be selected by the artist and Rémy Martin for an exclusive and limited packaging for XO.



REVEAL

BILLBOARDS DECLINATIONS

After Miami Art Basel the final selected parts of the fresco by Mat Maitland and Rémy Martin will be be displayed in a giant billboard mentioning the selected winners as a collective.



REVEAL

A LIMITED EDITION x SUPREME

To strenghten the visibility of the project, we propose to drive a partnership with SUPREME brand and create an exclusive collection of apparel with extracts from the digital fresco.

SUPREME brand is a reference brand in streetwear opening to a potential younger target. This brand has a history of great partnerships mixing lifestyle with luxury (Louis Vuitton in 2017).



REVEAL

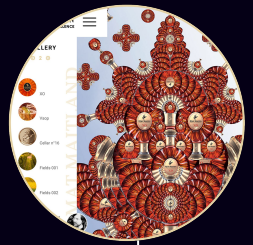
DESIGNED AREA

During Miami Art Basel, a special places in the city will be redesigned with the extracts of the digital fresco (skate parks, basketball fields as Rémy Martin already did).

RÉMY MARTIN WALL OF ART

ASSET RECAP

WEBSITE



KOL



SOCIAL MEDIA



NIGHTCLUB



COLLABORATION



REVEAL + CELEBRATION



LIVE MASTERCLASS



STORES



DOOH



BILLBOARDS



EXCLUSIVES BOTTLES



THANK YOU