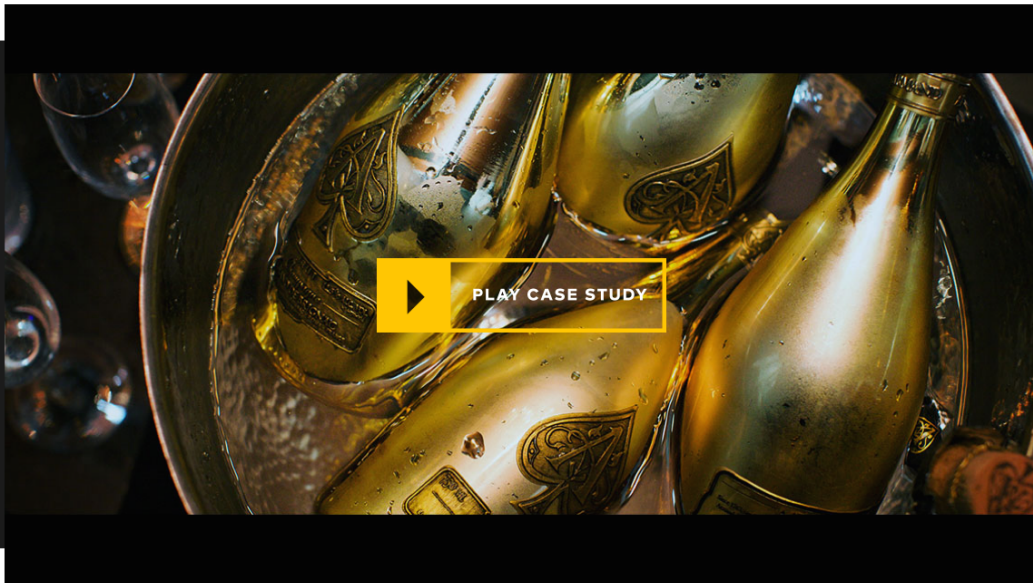


Armand de Brignac Champagne

'A Night with Armand de Brignac'
Celebrating Armand de Brignac ("Ace of Spades")'s Official Singapore Launch Event



"We deliver unique experiences for the world's next top brands and institutions that strive to have an impact in their sectors."

Insights

Since its first major public appearance in 2006, Armand de Brignac's exponential success is unparalleled in the champagne industry. However, due to the prominence of other established vintage champagne brands, Armand de Brignac's "Ace of Spades" is not yet well known amongst consumers in the Asia-Pacific region. In Singapore especially, the brand still has room to grow as a preferred drink of choice.



So how can we influence that change and introduce Armand de Brignac to a new demographic in a unique fashion?

Challenges

- To connect one of the world's most iconic champagnes to a new generation of elite consumers.
- To raise "Ace of Spades" brand awareness and popularity among Singapore's key influencers.
- To create a unique experience by transforming AdB's launch party into an exclusive live and digital case study.

“R+I Creative team was able to understand the very essence of our brand and delivered an event exceeding all expectations.

The team intuitively knew what needed to be done and ensured all the big and small details were covered.”

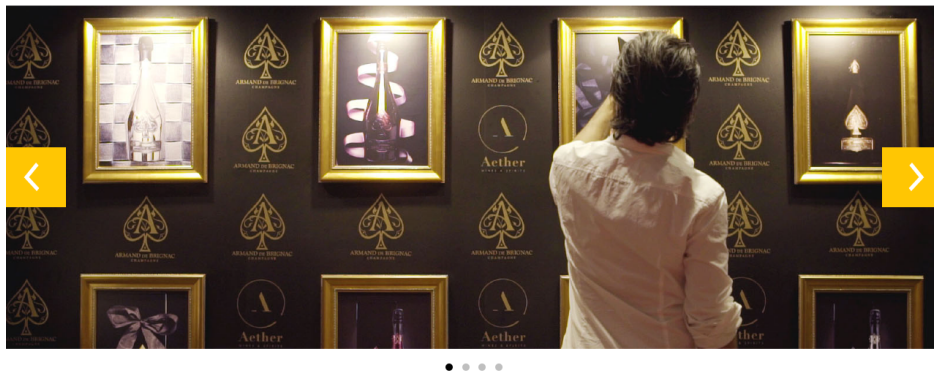
—Sebastien Besson
CEO of Armand de Brignac

Solutions

Creative Direction, Event Design & Production

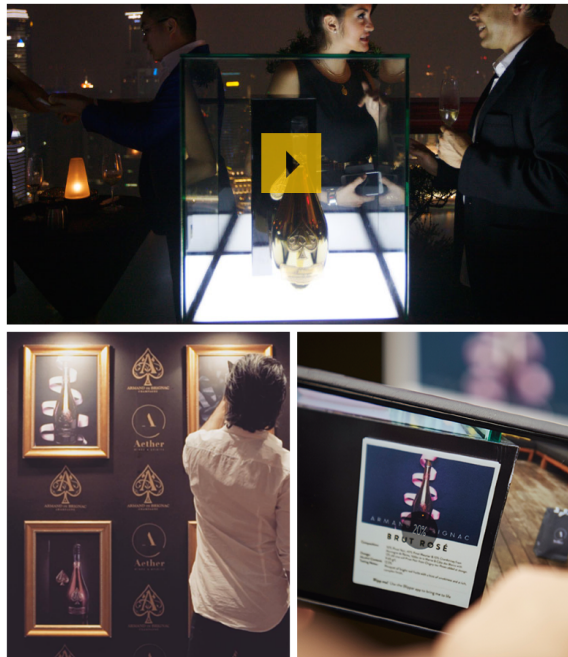
To help Armand de Brignac champagne drive awareness amongst a new consumer demographic, R+I developed a 360° brand installation.

We set up the creative direction of the event by capitalizing on the brand's strong black-and-gold identity – a synonym of success and celebration that reaffirms AdB's luxe ethos..

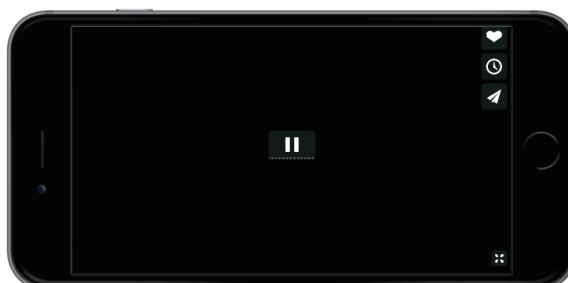


Innovative Digital Experience

Using Blippar technology, the leader in mobile augmented reality and image recognition, we designed and crafted a unique experience that enabled our guests to connect – and engage with – the brand, by unlocking exclusive tailor-made content.

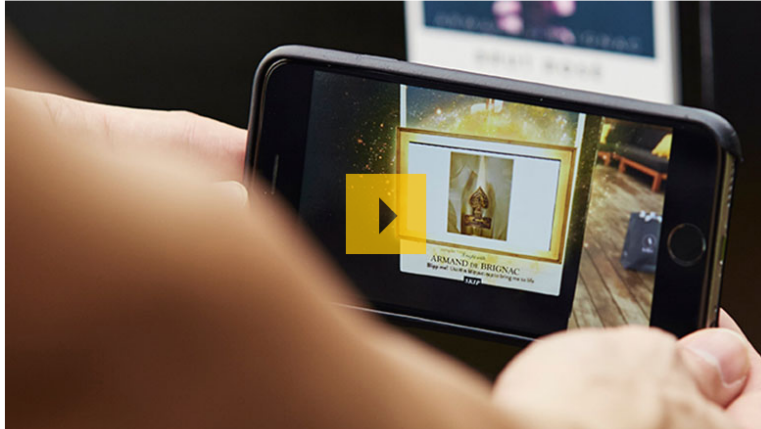


360 interactive gallery + Photobooth



Video Content Production

To complement this interactive media experience, our in-house creative team was tasked to conceptualize and create custom-designed video content to be displayed across different media channels throughout the event, e.g. on mobile apps and screen displays..



8 Key Factors To Creating A Successful Champagne Launch



1 A WORLD-CLASS EVENT & ICONIC VENUE

Capitalizing on September 2015's Singapore F1 Grand Prix, we hosted Armand de Brignac's official launch at CE LA VI, within the world-class Marina Bay Sands complex.

The venue was specifically selected for its unique view of the Marina Bay F1 street circuit.

1/8

Results

As a result to this brand installation:

- Several Singaporean clubs increased their orders of Armand de Brignac during the F1 period.
- A VIP customer who attended the launch event has ordered an AdB Dynasty Collection.
- The Armand de Brignac party was covered by lifestyle news outlets.
- The brand has become a central conversation within the city's nightlife scene, increasing its appeal among a new demographic as a drink synonymous with celebration and success.

Client:
Armand de Brignac

Services:
Concept, Creative Direction,
Event Design, Content Production.

Partner:
BlippAR Japan

Share on:
 



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