

PRGTR launches a cross-category activation to celebrate the Chinese New Year

By **Jas Ryat** on January, 22 2020 | Spirits & Tobacco



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Celebrating the Chinese New Year, Martell Corden Bleu's pairing promotion says a "fortune shared is a fortune doubled"

In celebration of Chinese New Year, Pernod Ricard Global Travel Retail (PRGTR) is set to launch a cross-category activation, enabling cognac aficionados the chance to get their hands on a high value Scotch/Malt when buying the limited edition Martell Corden Bleu.

Providing a perfect pairing of the most prestige and popular cognac, Martell Corden Bleu, with either the Royal Salute 21YO or the Glenlivet, this festive-themed product promotion drives the idea that a "fortune shared is fortune doubled." Inspired by the auspicious meaning of "double" in Chinese, the pairings are available for purchase at select airport retailers.

Throughout January and February 2020, Martell will be activating via home spots in key international airports. Together in partnership with mainstream partners such as Tunio and Jessica's Secret, this strategy will be supported by strong digital pre-travel communications designed to educate consumers about the product and duo bottle offer.

A dazzling New Year gift, the Martell Corden Bleu Limited Edition was designed by artist Mathias Kiss. Marrying the classic cobalt blue with rich gold, the vibrant bottle is an antique French marble motif. The limited edition offers an explosion of fruited spiced notes exuding aromatic richness.

Spoiled for choice, travelers can either pair this gift with the Royal Salute 21YO or the Glenlivet Rare Cask. Influenced by the Royal Menagerie housed in the Tower of London, the Royal Salute is brought to life by an artistic illustration by award-winning artist Kristjana Williams. This one-liter pack, fit for a royal, has the powerful aroma of sweet pears and citrus fruits with the full fragrance of summer flowers.

On the other hand, the Glenlivet Rare Cask is the most special triple cask expression of the portfolio.

Showcasing a high proportion of hand selected First Full Ex-Sherry casks, this one-liter bottle features orange marmalade flavors and subtle notes of vanilla and liquorice.

Deepa MD, Global Brand Director – Cognac & Champagne, Pernod Ricard GTR, says: “We are thrilled to announce this festive activation. At Martell, we know cognac buyers like to indulge in cross-category purchases, so this, combined with the importance of pairs in Chinese New Year celebrations, means it’s the perfect occasion to present this type of campaign.

[Consumer] insights from the group’s Global PR Shopper Segmentation & Cognac Shopper Mission Study have proven to back this concept, showing that one in four people buy cognac in GTR and, of these people, they also buy brandy, vodka, rum, single malt whisky and blended scotch categories.”

This type of offering is a first for PRGTR, which is aiming to leverage the largest gifting season period by engaging travelers with this unique gifting opportunity.

The RRSP of Martell Corden Bleu Limited Edition is now available in global travel retail outlets for USD \$240.