

# Lanson celebrates Wimbledon 2021 with 360 campaign



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Champagne Lanson has been closely associated with Wimbledon since 1977 and is considered a trademark of the “Wimbledon experience.” The company’s philosophy is reflected in its long-lasting partnership with The Championships, Wimbledon, which is underpinned by shared values: a love of uniting people and sharing a true passion for sporting excellence.

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To celebrate the occasion, Champagne Lanson has created a 360 campaign in the UK featuring the latest iteration of its much-loved Wimbledon inspired bottle jackets. This year’s design will be modeled on the classic tennis polo shirt and available in two colors. A pink polo shirt will adorn Lanson Le Rosé and a navy-colored top will be wrapped around Lanson’s signature Le Black Label Brut.

Both will be available at Lagardère UK, City and Luton airports from June to end August.

Champagne Lanson will also launch a limited-edition Wimbledon inspired picnic hamper to be enjoyed throughout the championship tournament. Featuring a bottle of Lanson Le Black Label Brut, champagne flutes and an array of luxury picnic food, the hamper is set to offer an at home celebration for those unable to watch the excitement unfold in-person.

Champagne Lanson will also be holding a variety of activations at more than 100 premium venues across the country including key Lanson bars, restaurants and hotels accounts.

“We are extremely excited to be returning to SW19 for The Championships, Wimbledon, for 2021. Although this year will be a little different, we know fans will be celebrating wherever they might be and Lanson is delighted to have created opportunities around the country to ensure people can join in and share the true joy of this iconic sporting occasion,” comments Robert Rand, UK Managing Director, Champagne Lanson.