

Hennessy launches basketball-theme pop-up at LAX



Brought to life by a pop-up at LAX's Terminal B, the activation is designed to emulate the look and feel of the sport

Hennessy has announced the launch of an immersive activation at Los Angeles International Airport (LAX) in partnership with DFS Group in celebration of the third season of its global basketball collaboration.

Symbolic of Hennessy's assertive mantra, "Never Stop, Never Settle", the experience will engage travelers with the dynamic spirit of a basketball game as they visit the airport. Brought to life by a pop-up at LAX's Terminal B, the activation is designed to emulate the look and feel of the sport.

Welcomed by virtual avatars, visitors to the space can select from three gaming universes and attempt to break shot blocking records. Each participant will have the opportunity to take a photo memory of the experience home, while winners will receive a sleek white and gold basketball. In addition, everyone will have the opportunity to purchase Limited Collector's Editions of Cognac Hennessy V.S and Hennessy V.S.O.P, available at the pop-up.

Featuring the phrase "Take Flight", travelers flying into LAX could also catch a view of a 12,300-square foot LED installation featuring a rooftop basketball court on the approach to LAX from November 1 to December 31, 2022,

Significant investments have been made in a comprehensive paid and earned media program to raise awareness of the campaign, as well as local market campaigns and influencer partnerships. The

campaign will be further amplified through OOH Digital Display advertising in LAX.

“Bringing to life Hennessy’s basketball collaboration at LAX in such high-profile, engaging fashion, takes the brand – and indeed the cognac category – into bold new territory. Our approach ensures we are able to engage with a new generation of consumers across multiple touchpoints before, during and after travel, tapping into the excitement and global popularity of basketball.

"This immersive approach lives out the mantra of 'Never Stops, Never Settle' and we are delighted to have a partner in DFS that shares with us this spirit of ambition," says Laurent Boidevezi, President at Moët Hennessy Asia Pacific, Global Travel Retail & Private Sales.

“With not one, but two storied teams, LA is truly a basketball city, and LAX the perfect airport to leverage Hennessy’s global collaboration. We are pleased to partner with Hennessy on this campaign which aligns with our vision to put engaging retail at the heart of the passenger experience and offer innovative and memorable concepts to our customers,” adds Martin Matthews, Managing Director North America at DFS.