

Moët Hennessy introduces NBA-themed activation at Frankfurt Airport



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Moët Hennessy Travel Retail has introduced an avant première Hennessy NBA Season 4 activation at Frankfurt International Airport. According to the company, the immersive spectacle encapsulates "the spirit of the game and celebrates a culture born on the court and its influence far beyond the arena."

Alongside the experience, the Maison has unveiled a limited edition Hennessy V.S.O.P Season 4, featuring an elegant packaging that brings to life the trophy symbolizing victory - a profound achievement for every basketball enthusiast. This activation, in collaboration with the NBA, marks an exhilarating new chapter for Hennessy and the NBA, inviting travelers to an exclusive encounter with the Hennessy V.S.O.P Limited Edition.

The pop-up's aim is to elevate the profile of the NBA fanbase while continuing to cultivate brand awareness and desirability. As part of a strategic cultural play for recruitment, it particularly targets a new younger generation of Hennessy drinkers. With Germany boasting a strong following for the sport, the experience is expected to resonate with locals and travelers passing through the airport.

The consumer journey is thoughtfully divided into four engaging phases. First, travelers are immediately drawn into the pop-up, featuring an exciting retail concept that highlights the symbolism of Hennessy's assertive mantra, "Game Never Stops". As consumers enter, a dedicated high-energy Hennessy playlist envelops them in the energetic NBA basketball culture. The activation also offers an "Instagrammable" spot, allowing visitors to capture their basketball prowess with a Hennessy basket dunk.

To connect travelers to the experience, they are invited to have a seat at the bar and enjoy a tasting session, including Hennessy V.S.O.P. Plus, an exclusive purchase mechanic is introduced at the pop-up to encourage the purchase - a golden ticket hidden in a Hennessy X.O gift box provides the chance for a consumer to win two tickets to the NBA Paris Game 2024, which will take place in January.

Additionally, customers who purchase two Hennessy X.O bottles will receive an exclusive NBA Season 4 basketball as a gift with purchase. To continue the experience beyond the airport, consumers leaving the activation can listen to a dedicated playlist that keeps the spirit of the NBA alive. The excitement is taken a step further for the lucky golden ticket winner, who gets to attend the NBA Paris Game 2024.

The exhilarating animation invites travelers to step into the worlds of both Hennessy V.S.O.P and NBA within a basketball court at Frankfurt Airport, striving to make Hennessy the preferred drink of basketball fans worldwide.