



FIVE-MARKET AMBASSADOR PROGRAM

Increasing brand affinity of Hennessy Black among multicultural consumers



CAPABILITIES USED

- INFLUENCER RELATIONS
- CROSS-MARKET, MULTI-CHANNEL MARKETING STRATEGY
- CREATION AND DISTRIBUTION OF PROMOTIONAL PRODUCTS

THE CHALLENGE

Though Hennessy is known as the largest producer of cognac in the world, it prioritized elevating the brand affinity of Hennessy Black among multicultural consumers. one50one was tasked with increasing brand visibility and sales in high-profile accounts in an effort to establish Hennessy Black as a key player in nightlife while building brand loyalty with this specified demographic.

ACTION

one50one developed a 36-week, five-market ambassador program leveraging key nightlife stakeholders as brand influencers working to reach measurable key performance indicators (KPIs). The markets included New York, Chicago, Miami, Los Angeles, and Las Vegas, where influencer teams and national DJs collaborated to increase consumer engagement via social media using the hashtag #HennyBlack. one50one then built a custom multi-platform mobile portal for real-time data entry and reporting from activations. The four-pillar support system integrated each aspect so brand, agency, regional, and influencer teams were in constant communication. one50one rounded out the campaign with branded DJ materials and point-of-sales in high-image target accounts with dedicated spending, as well as gifting products to influencer networks, celebrities, and tastemakers.

RESULTS

OVER THE COURSE OF THE CAMPAIGN, ONE50ONE WAS ABLE TO ACHIEVE THE FOLLOWING RESULTS

18,000+
consumers engaged

500+
total activations

2x
average sales of
target accounts
in all markets

18%
brand increase
on-premise
throughout 2011