

# Grand Marnier®

GRAND MARNIER® TAPS FAMED DIRECTOR JOSEPH KAHN FOR NEW  
“LIVE GRAND” BRAND CAMPAIGN; FIRST UNDER CAMPARI GROUP OWNERSHIP

*Acclaimed Video Visionary for Taylor Swift and Katy Perry Reintroduces the Luxurious French Spirit to a Contemporary Audience of Well-Heeled Connoisseurs*

SAN FRANCISCO, CA (March 6, 2018) – Grand Marnier®, the award-winning French luxury liqueur, is enlisting the visual dynamism of the world’s most acclaimed music video director as it invites the world to “Live Grand” through a new brand campaign that launches this week. The centerpiece of the campaign is an aesthetically arresting new television spot directed by Joseph Kahn, the visionary behind such iconic videos as “Bad Blood” by Taylor Swift. The campaign was created in partnership with J. Walter Thompson New York and celebrates the eccentric twists in life that transform the traditional into the truly grand.

## “Live Grand”

Under the direction of award-winning auteur Kahn and styled with select couture designs from Sonia Rykiel by Bjork and Lady Gaga stylist Edda Gudmundsdottir, the new television spot and digital campaign follows a distinguished gentleman, the host of an elegant party, as he welcomes guests into his mansion. As the party unfolds, our esteemed host takes matters into his own hands.

After drawing inspiration from a painting of Grand Marnier bitter oranges, he reaches for a crank wheel and turns it. A skylight opens and rain begins to fall, wiping the paint from the artwork. As colored liquid drips between the floorboards, he leads guests into a cognac cellar, which springs to life with dance, music and vivid hues; architecture comes alive and the guests’ clothing transforms from conventional to beautifully eccentric. The night has been elevated... simply put: it’s been made more grand. Guests, and viewers, are thus invited to “Live Grand.”

“‘Live Grand’ is about the journey of taking a good experience and transforming it into a GRAND one,” said Director Joseph Kahn. “I was inspired by the deep, rich heritage of Grand Marnier, the brand aesthetic, and the creative license to submerge viewers in a fantastical world that plays into the rich Cognac and bitter orange cues found in this iconic French spirit.”

Kahn is one of the top music video directors in the world. Beyond Swift and Perry, he has worked with Lady Gaga, Maroon 5, U2, Dr. Dre, Imagine Dragons, Britney Spears and more. Most recently, Kahn earned global acclaim for his latest film project, “Bodied,” which won the “Midnight Madness” People’s Choice Award at the Toronto International Film Festival in September 2017. He has won multiple Grammys, MTV VMAs, Clios and Emmys, and has been honored with a lifetime achievement award – the Icon Award – by the UK Music Video Awards.

“Joseph Kahn has built a brilliant career defined by originality and a disdain for convention,” said Melanie Batchelor, Vice President of Marketing, Campari America. “We knew immediately that he was the perfect fit for Grand Marnier. With “Live Grand,” we’re inviting the world to join us in celebration –

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while reintroducing this beautiful blend of Cognac and exotic bitter orange to a new generation of stylish and sophisticated spirits drinkers.”

This is the first major marketing initiative from Grand Marnier since its new ownership under Campari Group, and signifies the Italian company’s intention to elevate the brand within its portfolio. The “Live Grand” campaign is part of a nationwide broadcast, print and digital campaign, which will include Hulu, YuMue, YouTube and other channels. It will begin running in March.

The spot can be viewed [here](#).

## **A Luxurious French Spirit Unchanged from 1880 to Present Day**

Grand Marnier’s signature expression, Cordon Rouge, was first created in 1880 in a small city outside of Paris by Louis Alexandre Marnier. He experimented for ten years before identifying the perfect balance of smooth Cognac and surprising, flavorful oranges, yielding a refined liqueur considered the height of fashion in French society. Today, the process Louis Alexandre introduced more than a century ago remains unchanged, and has become a staple at restaurants and bars around the world.

Louis Alexandre Marnier’s original idea of blending precious Cognac with a rare variety of Caribbean oranges was not only unprecedented, but avant-garde. It quickly became a must-have in Parisian Soirées. At the end of the 19<sup>th</sup> century, Paris was in the midst of La Belle Epoque, which saw the creation of the Eiffel Tower, the Paris Métro and the Palais Garnier. Millions of visitors flocked to Paris during this time, helping to elevate Grand Marnier into a global phenomenon.

The Grand Marnier family extends to a sophisticated range of Cuvées, including Grand Marnier Centenaire, Grand Marnier 1880 and Grand Marnier Quintessence. Each expression within the Grand Marnier range contains at least 51 percent or more of Cognac.

## **About Campari America**

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world’s finest whiskies since the 1800’s. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Campari Group’s portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Grand Marnier®, Campari®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell’s Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, BULLDOG® Gin, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio® and Jean-Marc XO Vodka®.

Campari America is headquartered in San Francisco, California. More information on the company can be found at [www.campariamerica.com](http://www.campariamerica.com), [www.facebook.com/campariamerica](https://www.facebook.com/campariamerica), Twitter:

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## About J. Walter Thompson New York

J. Walter Thompson New York is the headquarters of J. Walter Thompson Worldwide. We are a culturally-connected agency and we believe that the advertising industry has a big role to play in building culture. In 2017, The Cannes Lions Global Creativity Report ranked us #8 agency overall in NYC.

We are proud to service some of the world's most iconic global and local brands like Johnson & Johnson, Kimberly-Clark, Wild Turkey, Nestlé, Puma, Edgewell Personal Care, T. Rowe Price and Dannon, among others.

We have an open culture, where people are listened to, encouraged to share their ideas and enabled to succeed. We've made a commitment to go beyond the traditional thinking about diversity categories and build a team that truly represents the communities we live in.

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