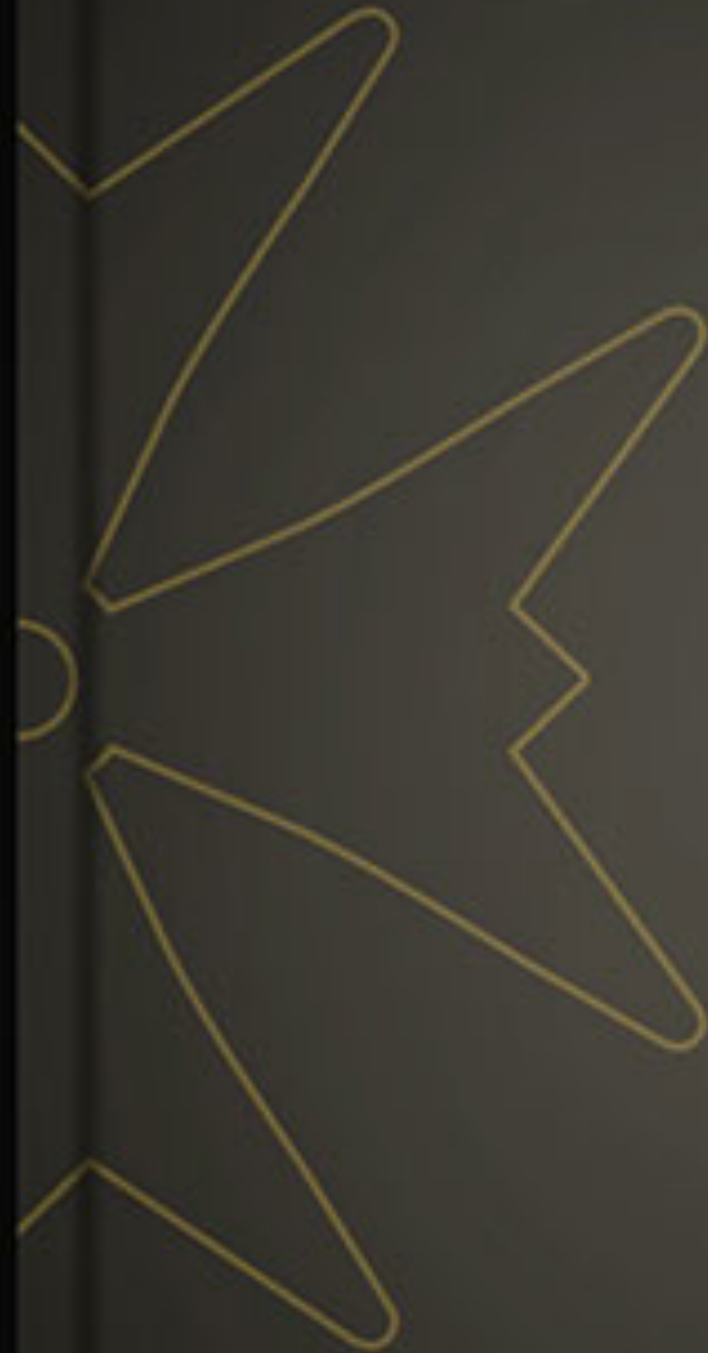


THE LITTLE BLACK BOOK
OF CHAMPAGNE



LANSON



LANSON, A VINTAGE YEAR

MWAH! CREATING A FEW BUBBLES

THE CHALLENGE

Lanson has been making champagne in its original style since 1760. It is one of the oldest Champagne houses in France and uses a unique fermentation process to deliver its signature taste. But, Champagne now has to compete not just with other glorious champagne brands but other quality sparkling wines too. The client engaged us to help explore how they could differentiate the Lanson brand more clearly from this growing army of Champagne and non-Champagne competitors. Specifically, is Lanson's unique fermentation technique really a differentiator?

OUR APPROACH

Getting to the essence of what makes Lanson different meant we needed people to reappraise what drinking champagne is actually like, particularly given the fact that for most consumers it isn't an everyday drink, unfortunately. So, our qualitative approach was much more experiential in tone, interviewing and discussing champagne consumption and brands in a variety of different environments.



LANSON, A VINTAGE YEAR

MAKING CHAMPAGNE ACCESSIBLE, BUT STILL SPECIAL

Our immersive qualitative insight focused on how champagne tastes, the language and the experience it delivers over specific occasions to realise the evocation at the moment of drinking. Through this we were able to uncover nuanced differences in character and personality between different Lanson Champagne products and the competing brands to help us determine what make for a 'Lanson moment'.

POSITIVE OUTCOMES

Our insight allowed the brand to develop communications using the benefits of its unique fermentation process to support the feeling that Lanson Champagne delivers more than the generic qualities of a celebration drink. But, also away from technical descriptions of production to language that reflects the joy of sharing the champagne experience with others.



QUALITATIVE

20 immersive depth interviews and 4 co-creative focus groups across the UK

