



**GRAND MARNIER® CELEBRATES THE MAGIC OF UNEXPECTED ENCOUNTERS IN BOLD NEW
BRAND CAMPAIGN: GRAND ENCOUNTER**

The Grand Encounter campaign – inspired by the pairing of bitter orange liqueur and cognac – aims to go beyond the codes of tradition and inspire new moments in culture that see worlds meet and experiences elevated

Every grand moment starts with an unexpected encounter, and in its newest campaign, [Grand Marnier](#), the Cognac and bitter Orange liqueur, explores how the meeting of elements from different worlds can signal new beginnings, new perspectives, and new heights.

It's the meeting of cognac and bitter orange liqueur – the unexpected encounter of Grand Marnier's key ingredients – that led to the creative of the new brand campaign.

Launched globally, the *Grand Encounter* campaign devised by creative agency Wunderman Thompson Paris, will reach consumers across digital, print and POS channels, to communicate the power of the unexpected. In the six mini-films of the brand campaign, Grand Marnier is shown alongside other grand encounters including the beautiful but uncharacteristic combination of a ballet dancer and street dancer, and the uplifting collaboration between a classical pianist and upbeat DJ. Each film, which has a music video feel, and a distinctive soundtrack celebrates the grand encounters unlocked by these unexpected meetings, a metaphor for the cognac and bitter orange liqueur pairing.

Paul-Emile Raymond, Executive Creative Director, Wunderman Thompson France explains *"We wanted to anchor Grand Marnier into modern culture, and we decided to move away from traditional advertising codes and create a music video instead".*

*The campaign was directed by **Jake Nava** – a British Director most notable for his work with well-known musicians including The Rolling Stones, Usher, Adele and Beyonce. Of the Grand Encounter work, he says: "The core idea of this campaign; two distinct ingredients fusing to make something impactful and elevated, felt like a clever and artistic way of associating the Grand Marnier product to inspiration, collaboration and the genuine insight that in wider culture creativity often comes out of unexpected mash-ups or encounters."*

Grand Marnier®

With the new brand campaign, Grand Marnier aims to create a deeper connection with consumers who are looking for new ways to enjoy Grand Marnier at home with friends, putting two hero cocktails to the fore: [The Grand Margarita](#) and the [Grand Smash](#) which are pivotal in creating these moments as they turn classic cocktails into new serves, with an audacious twist of Grand Marnier.

The Grand Margarita elevates a well-known classic thanks to the grand encounter between the sophisticated and audacious Grand Marnier and the classic Margarita, while the Grand Smash offers a magical meeting between Grand Marnier, lemon and mint creating a refined drinking experience.

Also featured in the mini-series is [Grand Marnier's Louis Alexandre](#) Blend, created in honor of Grand Marnier's eponymous founder in 1977. Fond of adding an extra drop of Cognac to his glass of Grand Marnier, this Cognac forward blend with orange liqueur is more intense in taste and can be enjoyed neat, as well as in a cocktail.

Julka Villa, Campari Group Global Head of Marketing says *"A ballet dancer and street dancer, a DJ and pianist – with Grand Encounter we want to start a conversation about the limitless possibilities of unexpected pairings – much like the sophisticated and audacious meeting of Cognac and bitter orange liqueur and the elevated cocktail that is the Grand Margarita. We believe that when two very different worlds meet, new moments in culture can manifest into elevated experiences. We can't wait to see this campaign roll out across the globe, and what Grand Encounters it will inspire."*

The Grand Encounters campaign launches across POS, OOH + digital channels from the 3rd April 2023

Find us at

<https://www.grandmarnier.com/>

or watch the full video; https://www.youtube.com/watch?v=GQjIkgF_2vU

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Give Our Recipes a Try

Grand Margarita

RECIPE:

- 30ml. / 1oz. Grand Marnier Cordon Rouge
- 30ml. / 1oz. tequila
- 20ml. / 0.5oz. fresh lime juice
- Lime wedge to garnish

SERVE:

- Begin by filling a wide, shallow dish with 2-3mm of fine salt. Cut a lime in half and rub around half of the glass rim
- Then, holding the glass upside down, dip the wet half delicately into the salt, so that it adheres to the rim to a thickness of 2-3mm
- Shake the Grand Marnier, tequila and lime juice with ice and strain into the glass
- Apply lime wedge to the rim of the glass

Grand Smash

RECIPE

- 1.5 oz Grand Marnier
- 4 lemon wedges
- 6-8 Mint leaves

SERVE:

- Squeeze (or muddle) lemons and mint
- Shake vigorously with ice and strain into the glass
- Apply lime wedge to the rim of the glass

About Grand Marnier

Grand Marnier is the only premium liqueur in the world that combines cognac with exotic bitter orange liqueur. Grand Marnier was created in 1880 by Louis-Alexandre Marnier Lapostolle who had the innovative idea of blending cognac with a rare variety of orange "Citrus bigaradia."

By merging the complexity cognac with the exoticism of distilled essence of orange he created the famous Grand Liqueur.

Grand Marnier Cordon Rouge continues to be produced as it was in 1876, with the addition of special cuvées to the range over the years, including , Grand Marnier Louis Alexandre, Grand Marnier Cuvée Centenaire, Grand Marnier Cuvée Révélation and the Grand Marnier Cuvée Quintessence.

About Campari Group

Grand Marnier®

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines, and soft drinks. Internationally-renowned brands include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and

Grand Marnier. Headquartered in Sesto San Giovanni, Italy, Campari owns 23 plants and 2 wineries worldwide and has its own distribution network in 23 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001.

For more information:

<http://www.camparigroup.com>.

About Wunderman Thompson Paris

At Wunderman Thompson we exist to inspire growth for ambitious brands. We are part creative agency, part consultancy and part technology company, we focus on customer insight and experience to inspire growth across the entire marketing ecosystem and throughout the customer journey. Wunderman Thompson France has been awarded Integrated Agency of Year in France, 2022.

<https://www.wundermanthompson.com/fr/france>

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CREDITS

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Brand: Grand Marnier

Campaign Title: Grand Encounter

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Grand Marnier®

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PRODUCERS

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Director of Photography: David Jonhson
Post Production Company & City: FIRM - Paris
Editor: Maxime Caro
Production Service Company: Orange - Cape town
Music Company & City: Sizzers - Amsterdam
Executive Integrated Music Producer: Mees van der Velde
Composer: Mitchell Yard & Daan Duijff
Arranger: Sander van Maarschalkerweerd
Sound Design Company & City: Ray Production- Paris
Sound Designer: Charles Debuit, Gael Roboam
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