

Moët Hennessy launches Pan-Asia Cognac push in global travel retail

13 August 2025 | News

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In Singapore, the campaign aligns with the nation's 60th anniversary celebrations, running until the end of August across Hennessy's dedicated "Shop-in-Shop" boutiques in Terminals 1 and 3. The activation offers passengers an immersive experience featuring summer-inspired cocktails such as mango mojito and guava plum pop, alongside a high-spend incentive that rewards purchases above SGD400 (US\$297) with premium prizes including luxury hotel stays, curated cocktail sessions, and fine dining experiences.

In Hong Kong, Hennessy has introduced its first-ever airport on-tap cocktail service, serving a signature grapefruit spritz from a custom-designed self-serve cart in the brand's distinctive red-and-white colour scheme. The visually striking concept is designed to capture the attention of international travellers and position Hennessy at the forefront of innovation in the spirits category.

The campaign will expand to Korea's Incheon International Airport and selected retail locations in Australia and New Zealand later this year, underscoring Moët Hennessy's commitment to driving brand desirability and experiential engagement in the travel retail channel. This follows recent experiential initiatives in other cultural arenas, including the brand's activation at London's Notting Hill Carnival earlier this month, as the company continues to merge heritage, lifestyle, and occasion-led marketing to strengthen its global footprint.