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MoÃ«t Hennessy launches Pan-Asia Cognac push in global travel retail

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In Singapore, the campaign aligns with the nationâ??s 60th anniversary celebrations, running until the end of August across Hennessyâ??s dedicated â??Shop-in-Shopâ?? 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 brandâ??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 Koreaâ??s Incheon International Airport and selected retail locations in Australia and New Zealand later this year, underscoring MoÃ«t Hennessyâ??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 brandâ??s activation at Londonâ??s Notting Hill Carnival earlier this month, as the company continues to merge heritage, lifestyle, and occasion-led marketing to strengthen its global footprint.