

Be the 'slash' generation

By [Jessica Tennant](#)

10 Nov 2017

Rémy Martin recently launched the third edition of its annual 'One Life. Live Them.' campaign developed by local advertising agency Saatchi & Saatchi BrandsRock, featuring influencers Sivu Madikana and Madoda Khuzwayo - chosen for their range of experiences and the accomplishments they've achieved - describing them by their 'slashes', what drives or defines them and calling for consumers to follow suit in defining themselves other than by what they do for a living.



Not for Sale to Persons Under the Age of 18. Drink Responsibly.



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"The call 'One Life. Live Them.' encourages people to live their lives to the fullest," explains Phil Voget, marketing manager at Rémy Martin. "We want to inspire people to explore their many talents and diverse interests, instead of simply being defined by just one thing that they do. Over the past two years of the campaign, we have featured local individuals who have inspired us by living extraordinary lives. This year, we continue with this, and feature two gentlemen who are truly more than just the name on their business cards, who truly embody the concept of being defined not just by one thing, but by many."



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Here, Voget provides further insight into the campaign.

How did you come up with the idea?

At Rémy Martin we have this idea that we've been revealing talents for ages. The talents of nature expressed in the most sought-after vineyards of Cognac where we grow our grapes; the talents of our cellar masters; the talents of our wine growers; the multi-talents of our founders – in fact the talents of everyone involved in the crafting of this exceptional cognac in our nearly 300-year history. Our logo, the Centaur himself is a multi-talented person. He's a god, he's a man, he's a healer, he's a philosopher.

Today we have seen the emergence of the 'slash' generation. People who don't want to be defined by the one thing that they do, but by all that they do. Everyone has their slashes – it's a universal thing.



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You are more than the name on your business card. You are the sum of many talents and diverse interests. And that's a fact you should really celebrate – with a spirit that's equally hard to put in a box. A spirit like Rémy Martin!



■ How does it work?

The call 'One Life. Live Them.' encourages people to live their lives to the fullest. The campaign aims to inspire people to explore their many talents and diverse interests, instead of simply being defined by just one thing that they do. Over the past two years of the campaign, we have featured local individuals who have inspired us by living extraordinary lives. This year, we continue with this, and feature two gentlemen who are truly more than just the name on their business cards, who truly embody the concept of being defined not just by one thing, but by many.

■ What's the objective?

From our advertising campaign, we are increasing exposure of the brand and what we stand for, driving awareness of our brand proposition and range of cognacs. From this, shifting brand equity scores and ultimately an increased base of Rémy Martin clients.

■ **When does the campaign run until, and what's next?**

The campaign is really always on, given that it's the message at the heart of our brand and what we stand for. In terms of working with Sivu and Madoda as part of the above-the-line communication, this ends in March. However, with various promotional initiatives running through-the-line you can always join the world of Rémy Martin and embrace your inner talents to live your lives to the fullest with us. Keep watching our social media pages and join the South African community of Centaur Club members at RemyMartin.co.za to keep informed about special offers, competitions, events and other exciting initiatives.

For more on the campaign, visit RemyMartin.co.za on [Facebook](#) and [YouTube](#).

ABOUT JESSICA TENNANT

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