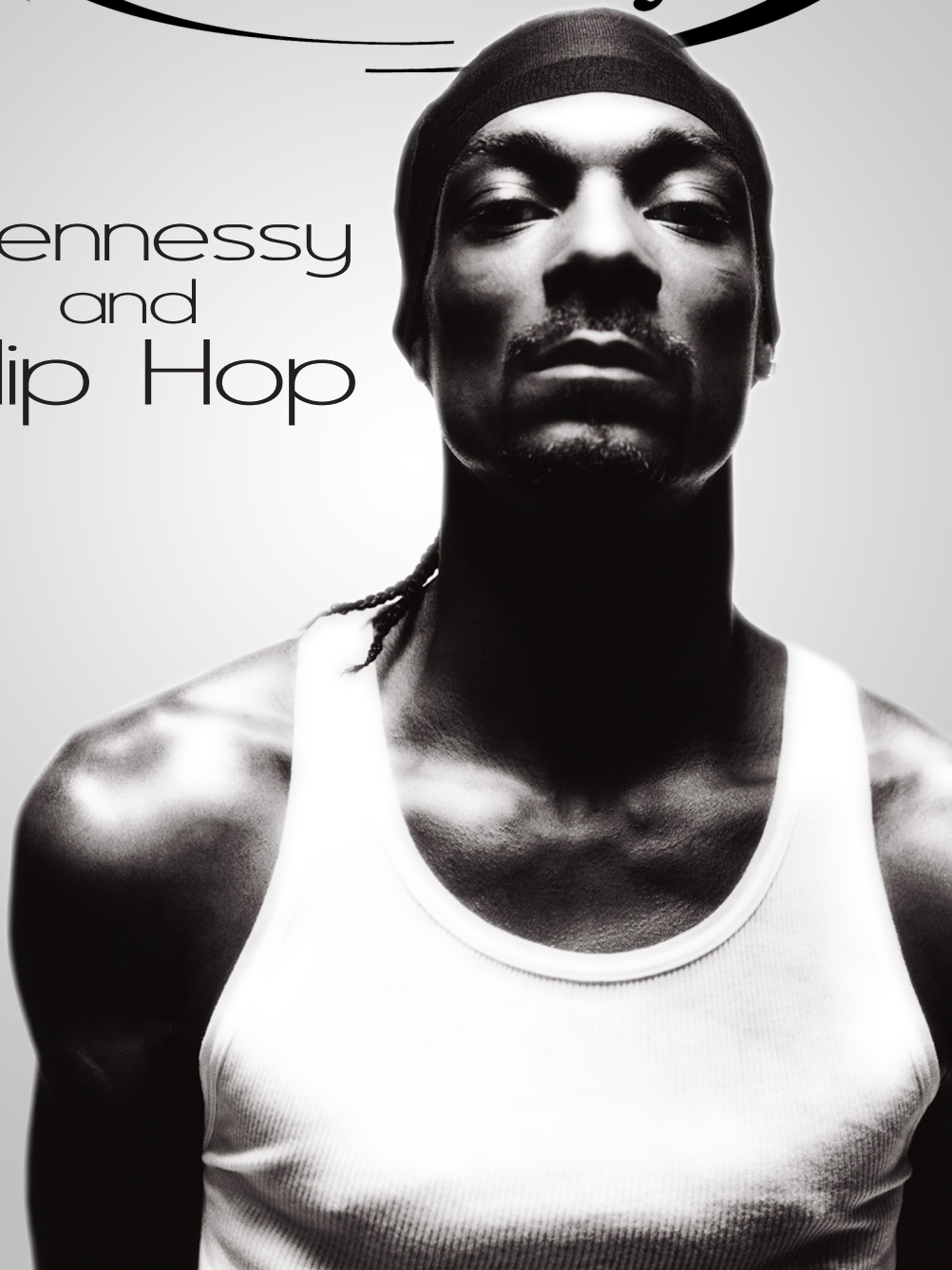**Hennessy artistry**

Hennessy
and
Hip Hop

Hennessy artistry
the global art of mixing

Hennessy for year has been one of hip hops favorite alcoholic beverages. Some groups have even written song about Hennessy. They even came up with nicknames such as henn dawg, or just plan henny. Hennessy had never shied away from hip hop events they have been known for sponsoring hip hop events. They have sponsored hip hop award shows for rappers, so what better way to thank the hip hop world for the exposure than to use them in some advertising ads. The plan was to get people to drink even more cognac, because they lost some revenue from the early years of the mid 90's through 2003. Ewen Cameron the CEO at Berlin Cameron United in New York wanted to come up with and would show the smooth taste of Hennessy. He thought they he do it by showing a lot of bling and fancy cars.

Hennessy

COGNAC

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The problem they had with that was the urban market was already being taken by other alcoholic drinks like Grey Goose, and Belvedere vodka. Berlin needed to come up with something fresh and new. Use hip hop, but in another way that would take away from the other drinks that were taking their audience. Berlin really wanted to emphasize the powerful taste of cognac, but how could he do this while trying to tie Hennessy to a lifestyle?

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Berlin decided not show of the material things because everyone seems to be doing that. They focused in on the sophisticated attitude of showing off what they're drinking.

In other words make Hennessy seem like a big deal to drink. I don't think anyone had ever tried anything like that before especially using hip hop. The slogan "flaunt what you taste ''was born. They also came up with concert tours to promote this new idea. To keep up they went to social networks such as face book to promote concerts and let people what was going with Hennessy. The slogan changed a bit. It became Hennessy artistry the global art of mixing because they wanted to reach an even wider audience. You can see these ads all over the internet.