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Remy Martin searches for China PR partner

by David Blecken 12-Feb-09, 17:27

SHANGHAI - Three agencies are in the running for Remy Martin's public relations business in China, as the brand looks to raise its competitiveness in the market against fast-growing rivals Hennessy and Chivas.

The pitch, which is being coordinated by Beijing-based consultancy R3, follows Remy's recent move to take full ownership of distribution rights from alcoholic beverage conglomerate Maxxium.

R3 principal Greg Paull noted that while China remained Remy's largest global market, the brand had been losing ground to competitor cognac brands, Hennessy and Chivas.

Paull said that while Remy continued to grow significantly in China, it was in need of stronger communications to raise understanding of the different brands within its portfolio, such as VSOP and XO, which target different social segments and age groups. He added that the brand was looking for a "long term" agency partner.

Remy recently installed a new marketing director for China, Mabel Wong, a former head of marketing for Hennessy.

Paull was unable to confirm the agencies involved or the value of the review, but stated that those shortlisted were a combination of local and multinational firms. He said that a result was expected to be announced early next month.

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