

# LUXURY AND NEWSROOM

## AN EVIDENT MATCH

### CASE STUDY ON CHAMPAGNE TAITTINGER'S GLOBAL DIGITAL STRATEGY

The digital principles for luxury brands  
an interview with Vitalie Taittinger, Director of Marketing and  
Communication at Champagne Taittinger.

## Luxury and newsroom, an evident match

Because it produces, manages and distributes content while analysing its impact, the Epresspack digital newsroom appeals to the main players in the luxury goods sector. Vitalie Taittinger, Marketing and Communication Director of champagne house, Taittinger, comments on the wide range of possibilities this 2.0 tool has to offer.



With a digital newsroom: **CREATE, MANAGE, DISTRIBUTE, ANALYSE, ARCHIVE** your communications content.



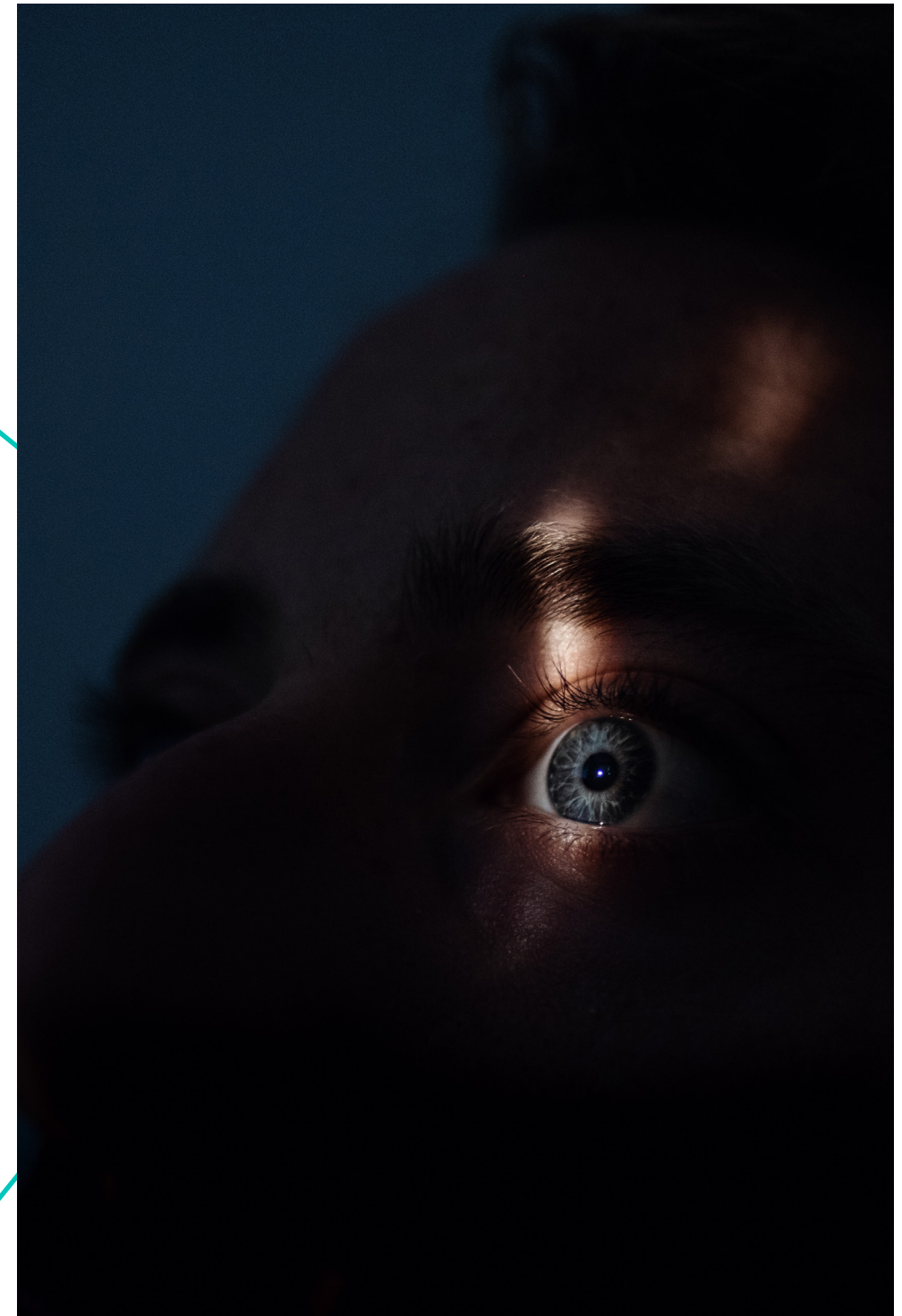
The initial definition of a newsroom is a press room where information is produced, verified and organised. By extension, the 100% online newsroom of a brand or company is designed to produce, manage, distribute, store all types of content: press kits, releases, HD videos and photos. Content is made available to journalists, influencers or staff.



With the ability to distribute customised content, the newsroom is designed to integrate into all web environments, and boost the brand's digital communication.



The newsroom allows users to schedule campaigns and press releases, manage files and quantify results. Far more advanced than a press relations tool, Newsroom 2.0 is an easy way to share content, across multiple channels targeted to your chosen audiences. From press releases to enhanced emails, through posting on Facebook, Twitter, YouTube Instagram. Pinterest, the newsroom is the "Swiss Army knife" of digital communication.



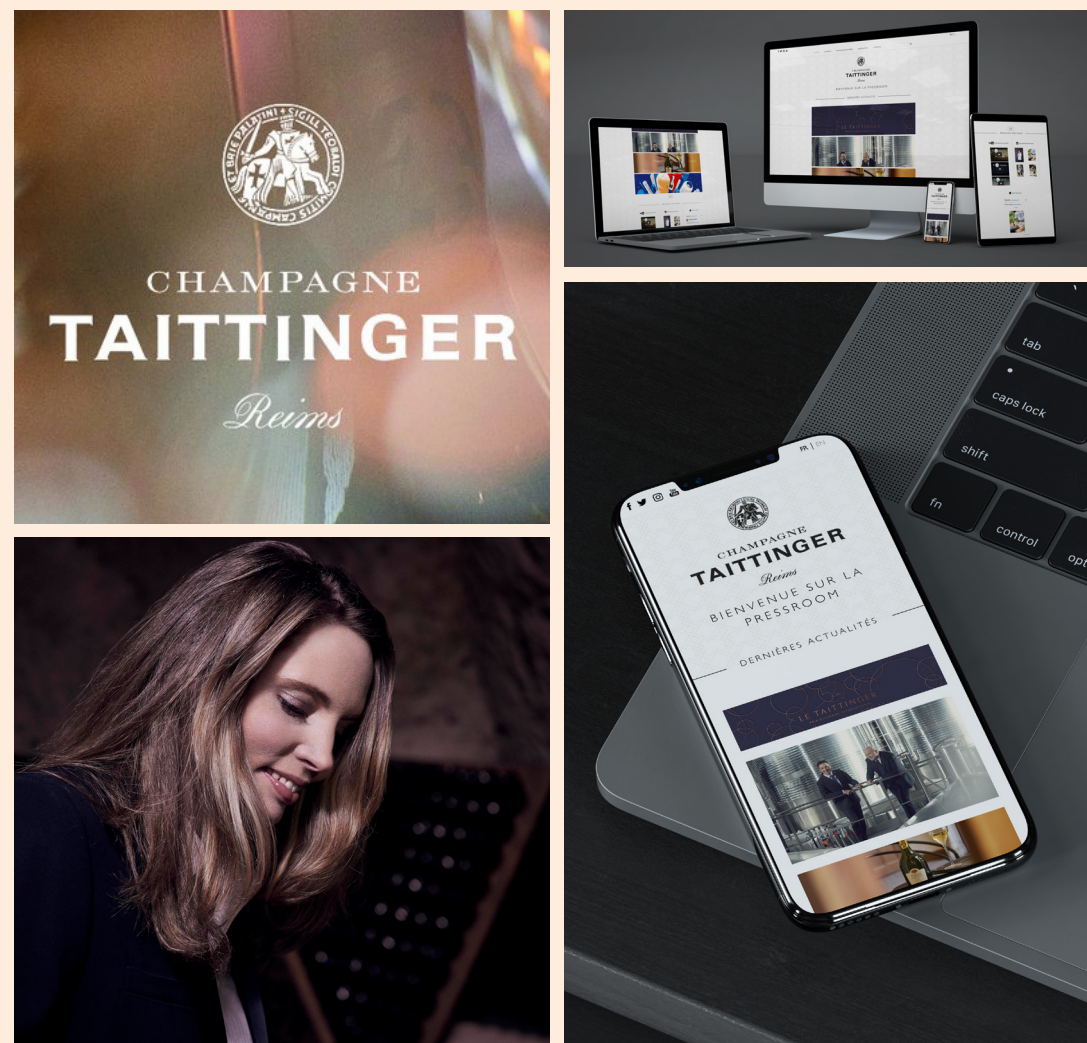
*"High end brands use social networks like Instagram in a very unique way. It is a hushed world where public statements are rare and well balanced, it is a golden avenue for premium storytelling."*

Antoun Sfeir, CEO of Epresspack



# A digital newsroom at the heart of worldwide success

Interview with Vitalie Taittinger, Director of Marketing and Communication at Champagne Taittinger



## Content

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# Bubbling 2.0

At Champagne Taittinger, the Epresspack newsroom supports a long-standing relationship with the luxury sector. It also helps to enhance strategic content. The Epresspack software suite or "content factory" raises awareness of the pristine values of a Champagne family brand that is both sparkling and authentic.

## An audience to lock onto

Supporting dialogue with journalists and influencers from around the globe is easier said than done. Who is the target audience for a brand like Taittinger? A network of influencers, journalists and worldwide distributors of Taittinger champagne. The brand has already established a rapport with these experts in oenology, gastronomy and the art of living, most often through personal encounters. Many luxury brands choose to communicate first and foremost with their qualified and well-known audience. The newsroom is their platform for distributing content. In accordance with its charter,

*"We deliberately limited the audience of our newsroom to specialised journalists and influencers, about 2000 people around the world."*  
Vitalie Taittinger

Taittinger publishes what it creates. The newsroom delivers tai-lor-made content. The brand's communication jumped into digital channels without disrupting its distinctive codes. The newsroom tool is now used to schedule mailings, manage files and accurately quantify results. It is much more than a simple press relations tool and of course it saves a lot of time.







# Content is more strategic than ever

Content first is not just a mantra! Everyone is aware of the need for high quality content. But which one and for whom?

High levels of attention must be paid to the quality and specifics of the content. To tell a story about know-how and tradition, like Taittinger, an option is to increase the value of content created internally, with renowned photographers like Marine Busutill and Massimo Vi-tali. An artistic choice is perfect for creating an emotional bond, and high quality image the newsroom uses allows for a successful multi-channel approach. It becomes

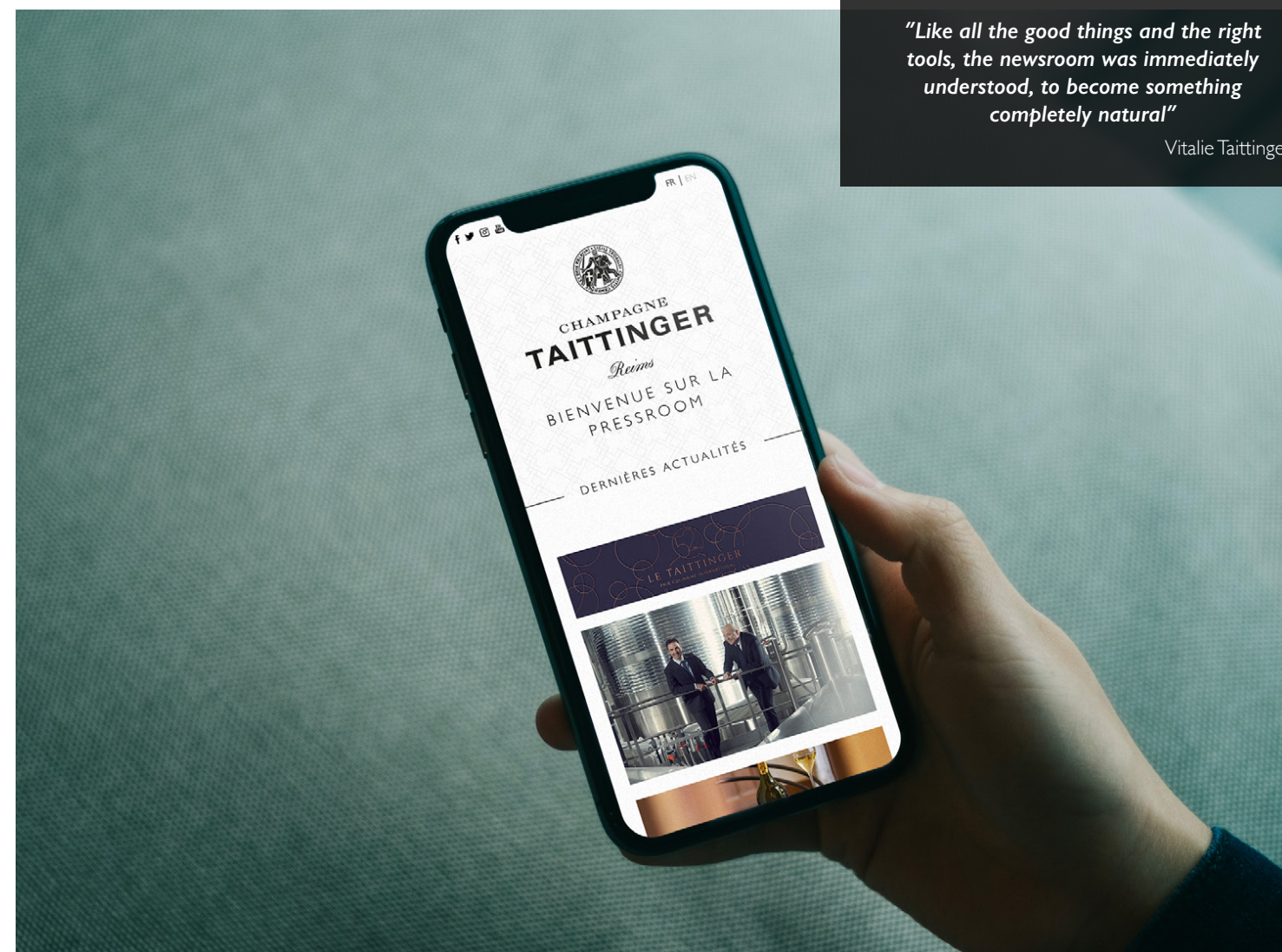
easy to target specific audiences with your press release or email that can be shared on Facebook, Twitter, YouTube, Instagram or Pinterest.

*"The newsroom demands a high level of content. The idea is to bring information to life based on useful elements. The simplicity that is really part of Taittinger's charter is reflected in the newsroom. Instead of ostentation, we strive to generate emotion, to maintain a radiant mindset."* Vitalie Taittinger

The link is beauty, the consumers' engagement is based on poetry, charm, dream and wonder. Digital reputation is well under control, content choices underline the brand identity without blurring it.

## Time is Luxury

An Epresspack newsroom, reduces the strain of every day demands, providing more time to think.



*"Like all the good things and the right tools, the newsroom was immediately understood, to become something completely natural"*

Vitalie Taittinger

# Sophisticated and efficient

Luxury heritage brands are internationally recognised for their know-how. The newsroom lets you choose the extent of your visibility: mass deployment or, in contrast, targeted, more exclusive access by invitation. The newsroom distributes your content to whoever you want, through your chosen channels. It can target and manage RSVP for invitations, while responsive formats improve the overall reading experience.

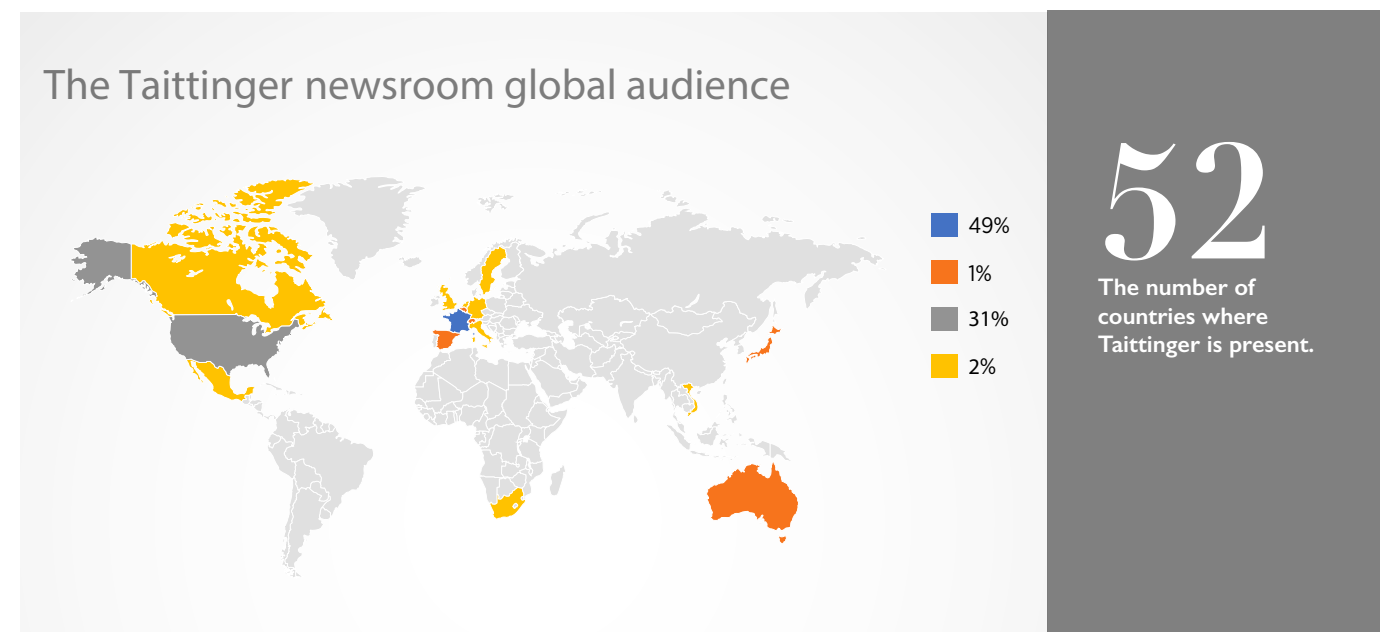
*"Having access to the brand, via the newsroom, Instagram or Facebook, equals being at home. Our positioning is not one of mass market, what we offer is more confidential and we work with the right influencers and journalists. The newsroom is a state-of-the-art tool for connecting with journalists."*  
Vitalie Taittinger



# Consistency is the name of the game

Image, wording, storytelling, everything must go in the same direction, to best reflect the brand's position. With an increasing number of channels, how can you be sure that your content strategy is consistent? The newsroom gathers all the content (press releases, visuals and videos of products or events, email campaigns), to give an overall view. Revisiting what already exists, spotting the detail that does not match, it all becomes easier. When the brand is already emblematic or high-profile, like Le Château de Versailles, Piaget or the Louis Vuitton group, also partners of Epresspack, the newsroom conveys a set of authentic values. Sharing new content is no barrier to highlighting the beautiful stories that give strength to such brands. The newsroom doubles as a secure archive and provides all staff and partners with a selected database of reference content.

*"In the context of today's digital expansion, the challenge is to determine how to convey the company's values with this tool. Our values are intended for everyone, the narrative does not change according to the target. We present the values of the brand in the most accurate way, in line with our brand's charter. In communication as in marketing, consistency is key."* Vitalie Taittinger



Taittinger manages around 2,000 journalists, influencers and distributors through the newsroom.

## From France to the world

The newsroom allows Taittinger's entire network of influencers and journalists to receive information simultaneously. With the option to schedule transmission times, on a country-by-country basis, the newsroom can target your mailings by audience type, through the integrated CRM tool.

*"Information is delivered to everyone in the same way, for increased consistency of the message. The introduction of the newsroom has also given a new impulse to distributors and the people we work with. They saw it as a real solution. Like all good tools, the newsroom was immediately understood and used naturally."* Vitalie Taittinger



## A time saver

An Epresspack newsroom means fewer daily requests, allowing the Taittinger team more time to reflect and be more creative.

Epresspack's 100% online CMS (Content Management System) acts as a real time saver. A newsroom enables Taittinger to create, manage and share content, allowing the PR team to enjoy more time to focus on face to face communication. After all, interaction is the DNA of our industry.

*"The newsroom is our constant link with journalists or influencers with who we are not involved on a day-to-day basis. It is a contemporary tool for connecting with journalists. Picking up your phone can sometimes be complicated. With this tool, everyone has the information in the shortest possible time"* explains Vitalie Taittinger,

*before adding that "like all the good things and the good tools, the newsroom was immediately understood and became something completely natural."*

With the Epresspack newsroom, many luxury brands have chosen to make it easier for their communications and marketing teams. Taittinger sells through multiple distribution channels and the digital newsroom is used to foster relationships with distributors around the world. Taittinger provides them with annual guidelines that define the main communications themes.



Epresspack would like to thank Vitalie Taittinger and her entire marketing team for their support.



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