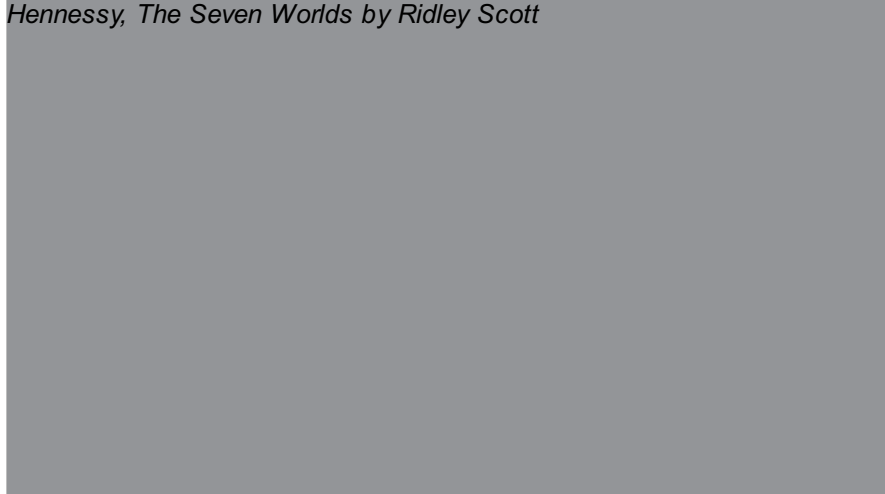

RIDLEY SCOTT'S CAMPAIGN FOR HENNESSY IS A VISUAL ODYSSEY

By Livvy Houghton and Holly Friend

18 : 02 : 2019 Drinks : Film : Flavour

Hennessy, The Seven Worlds by Ridley Scott



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Watch this video at <https://www.lsnglobal.com/news/article/23637/ridley-scott-s-campaign-for-hennessy-is-a-visual-odyssey>

Paris – The **luxury spirits brand** has released a cinematic campaign set in seven sci-fi worlds.

The film, *The Seven Worlds*, uses a surreal, dystopian narrative to explore the seven flavour profiles of Hennessy XO cognac: Sweet Notes, Rising Heat, Spicy Edge, Flowing Flame, Chocolate Lull, Wood Crunches and Infinite Echo. The director, who is known for his cult sci-fi films, interprets each taste as a separate world in the four-minute cinematic spot. The film is a visual metaphor for the tagline 'each drop of Hennessy XO is an odyssey'.

'I was attracted to this project because I was inspired by the potential for art and entertainment to bring this story to life,' said Scott in a statement. In 2018, Kenzo experimented with cinema and advertising with its 30-minute campaign **The Everything**.

Through the film, Hennessy is exploring how **Visual ASMR** can be used to portray complex flavour patterns in alcoholic drinks.