

Beat: Vips

## **REMY MARTIN LAUNCHES NEW BRAND CAMPAIGN FEATURING ACTOR JEREMY RENNER**

### **NEW GLOBAL CAMPAIGN**

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**USPA NEWS** - Rémy Martin Cognac announces the launch of new global campaign that recognizes and celebrates individual's multi-talents. The campaign tagline, One Life/Live Them, identifies that today's consumers are not defined by one talent or skill,...

Rémy Martin Cognac announces the launch of new global campaign that recognizes and celebrates individual's multi-talents. The campaign tagline, One Life/Live Them, identifies that today's consumers are not defined by one talent or skill, but are multi-faceted and should be applauded for their many passions. Rémy Martin's One Life/Live Them campaign encourages consumers to explore and celebrate all their talents.

Rémy Martin has partnered with two-time Academy Award® nominee Jeremy Renner whose many talents exemplify this lifestyle : actor, producer, musician and home renovator.

Rémy Martin celebrated its campaign in the U.S. on October 20th, 2015 in New York City, where a 60 second commercial featuring the many talents of Jeremy Renner was previewed for VIP guests. The campaign officially launched nationwide on November 2nd.

Augustin Depardon, Executive Director of Rémy Martin said 'The most inspiring people are never just one thing, they are diverse and multitalented and we can't wait to discover their passions.'

Since 1724, the House of Rémy Martin has produced premium spirits that consistently appeal to the world's most discerning connoisseurs.

Source : Remy Martin

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