



# FINDING LOVE

This famous tagline appeared in Moët & Chandon's advertisements throughout the 1960s and 1970s. It perfectly encapsulated the brand's reputation for producing the finest champagne in the world, while also suggesting that drinking Moët was a sophisticated and exclusive experience.

This ad campaign featured elegantly dressed couples toasting with glasses of Moët & Chandon at upscale events like galas and fancy dinners. The campaign was aimed at a well-heeled audience that enjoyed the finer things in life and wanted to make a statement with their champagne selection.

Another iconic campaign from the 1970s, this one featured images of successful businesspeople and celebrities enjoying Moët & Chandon champagne. The tagline "The Champagne of Success" reinforced the idea that Moët was a drink for winners and achievers, further solidifying its status as the ultimate luxury brand.