

Leroy Tremblot wins Moët & Chandon's Formula 1 branding

A strategic and creative collaboration across all Grand Prix races of the season.



In 75 years of Formula 1, Moët & Chandon champagne has been part of the sport's greatest moments of celebration: Fangio, Lauda, the Prost-Senna rivalry, Schumacher, Hamilton... The Maison, which initiated the champagne-on-the-podium tradition back in 1950, marks a historic return as Official Champagne for the next ten years.

To accompany this new chapter, Moët & Chandon chose Leroy Tremblot, a design agency specialised in sport, following an international tender. The agency was selected to imagine the entire new post-race ritual and deploy a global visibility platform across all Formula 1 Grand Prix races worldwide.

A strategy built on emotion and togetherness

With the signature “*Victory Is Better When Shared,*” the strategy developed by Leroy Tremblot is rooted in a simple idea: celebrating victory in all its human dimensions. Because a victory is more meaningful when shared: with your team, supporters, and loved ones.

A holistic brand experience

Leroy Tremblot has redefined the celebration ritual, from the moment drivers cross the finish line to the end of the podium ceremony, by designing:

- **A complete experience for the three podium drivers**, for example a dedicated cheering zone for winner and team in parc fermé; the winner signing a bottle for a loved one;
- **A redesigned cool-down room**, imagined as a warm, sophisticated space for enhanced exchange between drivers and their close circle;
- **A reimagined podium**, enabling Moët & Chandon to live at the very heart of the sport’s most iconic celebratory moment;
- **Branding and visibility assets** placed throughout key areas of the circuit (on-track signage, parc fermé, mixed zone, cool-down room, podium) to strengthen the brand’s impact in the F1 universe with the new brand colour red;

A premium yet welcoming set-up, visible across all Grand Prix races of the season, reinforcing Moët & Chandon as the signature of shared triumph.

FOR MORE INFORMATION, PLEASE CONTACT:

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ABOUT LEROY TREMBLOT

Moving Sports by Design

Since 1984, Leroy Tremblot has been shaping the visual identities of the sports industry’s key players: rights holders, sponsors, and event organizers. Acquired by LAFOURMI in 2017 and now part of THE FAN SYNDICATE group, led by Dominique Jubert since 2020, the agency brings unmatched expertise in branding and strategy. Its mission is simple: to elevate sports experiences through innovative, forward-thinking design.

www.leroytremblot.com

ABOUT THE FAN SYNDICATE GROUP

THE FAN SYNDICATE is the leading independent communications group dedicated to the sports industry in France. With a team of 50 employees, the group generated €10 million in revenue in 2024 through its two agencies: LEROY TREMBLOT (brand design) and LAFOURMI (advertising & activation).

THE FAN SYNDICATE supports some of the biggest brands in the sports economy, including Decathlon, beIN SPORTS, UEFA, FDJ United, the French Football, Tennis and Rugby Federations, Fitness Park, FIBA, Intersport, Crédit Agricole, Roland-Garros, L’Équipe, Moët & Chandon, and Intermarché.

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