

CASE STUDY · CHAMPAGNE

Media Figaro articles lift Ruinart's visibility in AI answers by 8 points and make Le Figaro the most cited media outlet

RUINART × MEDIA FIGARO × MEIKAI

+8.3 pts

OF VISIBILITY

for Ruinart on ChatGPT, Perplexity and Copilot, across its 19 questions: from 64.1% to 72.4%

13/13

ARTICLES PICKED UP

by AI engines: 1,953 citations in four months, the first within two days

No. 1

MEDIA OUTLET CITED BY AI ENGINES

Le Figaro moves from 7th to 1st place among media sources on Ruinart's questions

AT A GLANCE

CLIENT

Ruinart

SECTOR

Champagne

KPIS

Visibility, share of voice, first-mention rank

REGION

France

MEDIA PARTNER

Media Figaro (Le Figaro Vin, Madame Figaro, Gala)

SOLUTION

Generative engine optimisation (GEO), editorial brand content

AI ENGINES

ChatGPT, Perplexity, Copilot, Google AI Mode, Google AI Overview

PERIOD

4 June to 6 October 2026

CHALLENGE

Getting Ruinart named earlier and more often

Ruinart was already named in 64% of AI answers to the questions champagne lovers ask about tastings, visits and food pairings. Ruinart and Media Figaro wanted to know whether AI engines pick up premium editorial content, and whether it could get the house named earlier and more often. Gastronomy was the main target, as Ruinart's share of voice on those questions was only 16%.

APPROACH

Thirteen articles, measured on the same questions

Media Figaro published 13 articles between June and September 2026 on Le Figaro Vin, Madame Figaro and Gala, in three waves: art and architecture in Reims, food and champagne pairings with chef Arnaud Donckele, wine tourism, then a final wave of six articles on gastronomy, the topic with the most room to grow.

Meikai tracked 19 questions provided by Ruinart every day on ChatGPT, Perplexity, Copilot, Google AI Mode and Google AI Overview. Each result compares the same engine, on the same questions, before publication and after the last wave, so the effect is read engine by engine. Gemini, which picked up no Le Figaro page, is read separately.

RESULTS

Ruinart named earlier and more often, especially on gastronomy

All 13 articles were picked up by AI engines, with a median of two days between going live and the first citation. They had gathered 1,953 citations by 6 October, and 80% of Le Figaro's citations on the account now come from the operation. Le Figaro moved from 7th to 1st place among the media cited on Ruinart's questions, from 3.6% to 16.3% of press citations.

Ruinart's visibility rose by 8.3 points across the three engines compared, driven by Perplexity (+13.7 points) and Copilot (+9.2). The house is named 33% more often per answer on ChatGPT and appears earlier in the answer on all three engines, with an average first-mention rank of 1.48 against 1.81.

Gastronomy, the topic of the articles, moved the most: +9.5 points of share of voice (16.0% to 25.4%), +18.1 points of visibility, and Ruinart cited earlier on 9 questions out of 9. When an AI engine relies on Le Figaro, it names Ruinart 91 times out of 100, against 73 when it does not cite it.

Thirteen articles, all thirteen picked up by AI engines, and Ruinart winning the gastronomy questions: proof that premium editorial content now works as hard for AI answers as it does for readers.

Karine Rielland Mardirossian, Deputy Managing Director, Digital, Media Figaro

HOW MEIKAI MEASURED IT

19 questions provided by Ruinart, asked every day to ChatGPT, Perplexity, Copilot, Google AI Mode and Google AI Overview, from 4 June to 6 October 2026. Before: 4 June to 5 July. After: 11 September to 6 October. Visibility: share of answers that name Ruinart. Share of voice: mentions of Ruinart over mentions of all brands. Rank: average position of first mention. Before and after comparisons cover ChatGPT, Perplexity and Copilot, each compared with itself. Citations counted from 4 June to 6 October 2026, across all the account's questions. Gemini cited no Le Figaro page over the period and is read separately.