

INTERNET

Chanel uses social media channels to push film, engage consumers

January 4, 2011



By RACHEL LAMB

Chanel is using Facebook as a channel to engage consumers with behind-the-scenes information about a film featuring its most famous fragrance, Chanel No. 5.

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A section of the brand's Facebook page is taken over by a huge picture of a bottle of the perfume. When users roll over different parts of the bottle, videos come up that show different aspects of the brand's history.

"Brands should make sure their Facebook pages offer in-depth interaction with consumers," said Clay McDaniel, principal of social media marketing firm Spring Creek Group, Seattle.

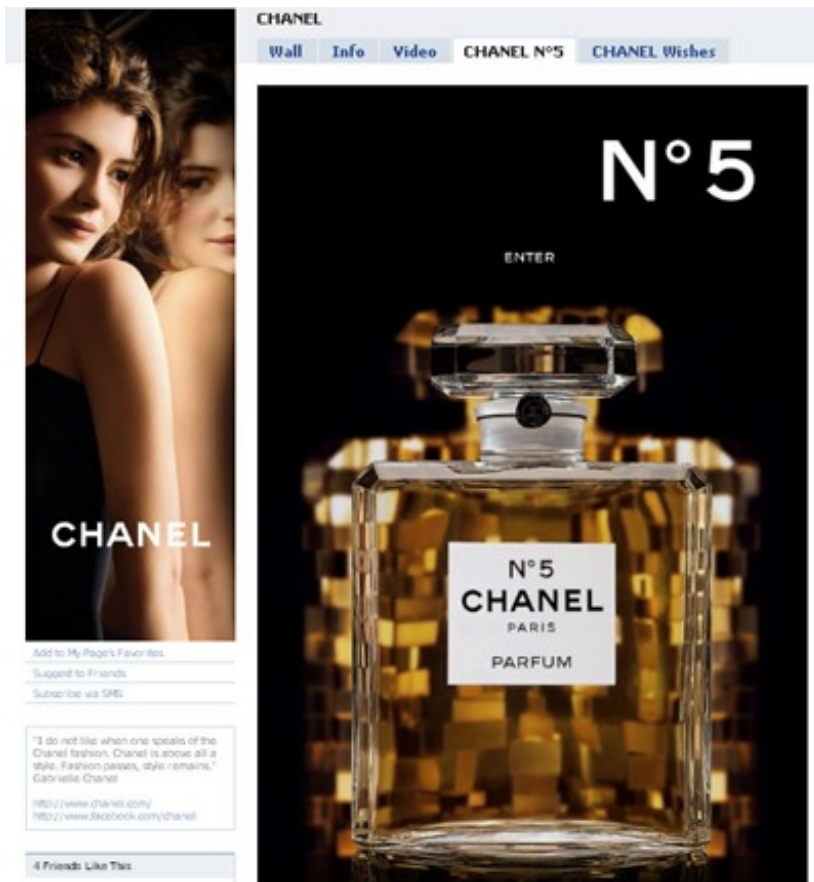
"Ways to up the interactivity level on Facebook include adding picture and video sharing, launching contests and inviting fans to post comments and questions about specific products or lines," he said.

Spring Creek Group is not affiliated with Chanel. Mr. McDaniel commented generally on how luxury brands should use social media.

About No. 5

Chanel's signature fragrance comes from a long history with the brand's founder, Coco Chanel.

Rolling over different portions of the bottle brings up different videos and information.



Chanel Facebook screen grab

The topmost portion of the bottle on Facebook reveals “the Baudruchage,” which details the making of the perfume bottle.

A small video comes up that shows how the bottle developers make the bottles and why they take certain precautions when finishing them.

Clicking on the top left of the bottle brings up “Night Train,” a campaign video that shows a young man who is intoxicated by the smell of a female passenger, Chanel spokeswoman Audrey Tautou, on the train who is wearing the fragrance.

Night Train film

The top right shows Chanel fragrance creator Jacques Polge share the history of the fragrance.

Mr. Polge elaborates on Gabrielle Chanel's vision of the fragrance as well as the making of different versions of the fragrance as time passed.

Clicking at the bottom left corner of the bottle shows a behind-the-scenes clip of the Chanel No. 5 film.

The bottom right corner reveals a photographer's perspective of the shooting of "Night Train."

The tab is available in French and English and users are given the option to download a Chanel No. 5 screensaver.

All videos are available to be shared through Facebook, email and Twitter.

Other channels

Chanel showcases its newest film through other mediums, such as its YouTube and Web site.

Videos on the brand's YouTube provide more in-depth behind-the-scene sneak-peaks into the making of the video as well as small clips.

The Chanel Web site has some more details that elaborate on the features of the Facebook tab.

"Social media, whether it's Twitter, Facebook, viral video, or mobile check-ins, can help a luxury brand solidify and personalize its exclusive image, as well as provide a way for brand enthusiasts to communicate and interact with each other and the brand," Mr. McDaniel said.

"On the other hand, social media also provides accessibility to luxury brands for those who cannot afford to purchase luxury products, but are still fans who would like to share in the overall brand experience," he said.

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