

INTERNET

## Chanel reignites interest in men's fragrance with timely surf email

August 12, 2014



*Chanel Allure Homme Sport video still*

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By SARAH JONES

France's Chanel is reminding consumers of its men's fragrance Allure Homme Sport with an email campaign that uses a seasonal beach theme.

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**Luxury Daily**

Chanel's email sends consumers to view the entire range of the fragrance collection, as well as four-part video content showing surfers. When the videos first emerged, it was winter, so running this campaign in summer will likely make more of an impression on consumers.

"No doubt Chanel is trying to revitalize their men's active lifestyle brand during summer vacation season—August through Labor Day—and in advance of the holiday gift giving season," said David Schwartz, CEO of [SOS Business Development Consulting](#), Los Angeles.


Mr. Schwartz is not affiliated with Chanel but agreed to comment as an industry expert.

[Chanel](#) did not respond by press deadline.

Surf's up

Chanel's email was sent with the subject line "Catch the Wave," hinting at the surf-themed campaign.

Inside the email are four of the products in the Allure Homme Sport line, including two travel sprays mentioned in copy. The grey and black bottles sit in water against a cloudy sky.



**CHANEL**

ALLURE HOMME SPORT  
EAU EXTREME

KEEP IT SPORT  
FRESH AND INVIGORATING FRAGRANCES FOR MEN,  
IN PERFECTLY PORTABLE TRAVEL SPRAYS.

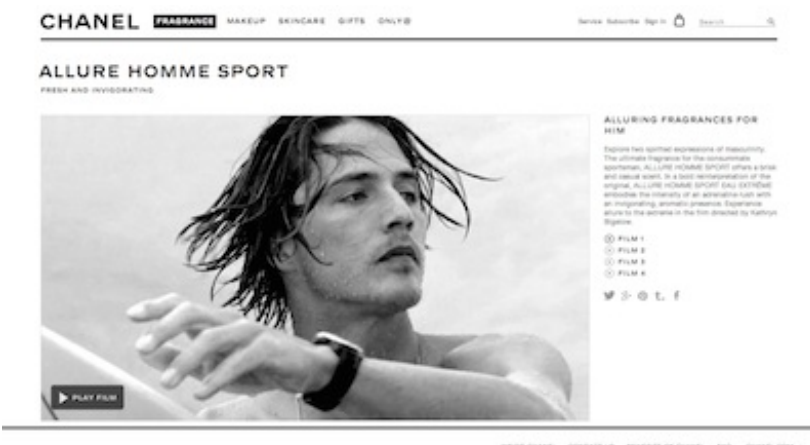
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### Email from Chanel

On the click-through consumers are taken to the product page for the entire range, including limited edition eau de toilette and eau de toilette concentrée. Price points range from \$23 for deodorant to \$107 for a limited edition set with the eau de toilette spray and deodorant.



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**ALLURE HOMME SPORT**  
FRESH AND INVIGORATING

**ALLURING FRAGRANCES FOR HIM**

Explore two spirited expressions of masculinity. The ultimate fragrance for the contemporary sportsman, ALLURE HOMME SPORT offers a crisp and sleek scent. In a bold reinterpretation of the original, ALLURE HOMME SPORT EAU EXTREME embodies the intensity of an adrenaline rush with an invigorating, aromatic presence. Experience allure to the extreme in the film directed by Natigah Sigala.

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## *Landing page*

At the top of the page, consumers are invited to “Explore two spirited expressions of masculinity.”

Four short films by Kathryn Bigelow are included with the text to further explain the line.

The first shows a lone surfer catching a wave, while Chanel’s third film gets a slow motion picture of the same surfer gliding through a tunnel of water.

Embedded Video: [//www.youtube.com/embed/\\_oPL3bDJTVI](http://www.youtube.com/embed/_oPL3bDJTVI)

### *Allure Homme Sport Eau Extrême: Film 1 - Chanel*

All end with a male voiceover mentioning Eau Extrême, the concentrated form of the scent.

Chanel provided links to easily share the videos on Twitter, Google+, Pinterest, Tumblr and Facebook.

"Oddly enough, as a Southern California native, the films remind me of Keanu Reeves and Patrick Swayze in 'Point Break,' the 1991 iconic male-bonding surfing film," Mr. Schwartz said.

"The use of black-and-white further reinforces an 'authentic' feel, important to millennials," he said. "I am sure this was not an accident as the iconography is compelling for both women and men."

## Seasonal messaging

Chanel has previously used interactive features to explain its fragrances to a digital audience.

For instance, the brand asked its enthusiasts to make a move and explore its Chance fragrance collection with an interactive digital initiative that displayed the maison’s playful side.

Chanel’s Chance campaign played off the idea of unpredictability as a way to define the three different fragrances in the collection. As Fashion Week season came to an end, fashion houses were smart to begin to promote other products in their range to keep campaigns fresh ([see story](#)).

Timely email campaigns can help drive opens and sales.

British fashion house Burberry is promoting its iconic trench coats and other waterproof products through a weather-themed email campaign to get consumers out of the summer mindset.

The label sent out an email with the subject “Let it rain,” which set the tone for the number of weather-protection apparel in the body of the email. Although email could be considered outdated with the influx of new media, email can be an important medium for delivering strongly branded messages to fans ([see story](#)).

While this is timely, Chanel could have used stronger language to get consumers' attention.

"The subject line/headline 'Catch the Wave' is a throwaway line, and could have used more thought to engage and motivate the audience," Mr. Schwartz said. "This effort relies on the power of the brand and the sexual references and cues.

"A better subject line woven throughout the campaign would have motivated more conversions," he said. "I think fashion marketers rely too much on 'shared experience' imagery."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/rOeE2pctmWA](https://www.youtube.com/embed/rOeE2pctmWA)

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