

MULTICHANNEL

Chloé merges multiple love stories to propel new fragrance

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Chloé love story fragrance

By NANCY BUCKLEY

French apparel and accessories label Chloé is presenting a new fragrance, Love Story, through a multichannel campaign.

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The campaign includes a video, a written story that explains the details of the film and the product page. The featured love story is a compilation of the efforts of several women on the Chloé team, providing a personal story that consumers might relate to their own lives.

"Chloé does a sufficient job capturing the essence of the scent through the featured video as a content piece in itself," said Sebastian Jespersen, CEO and founder of [Vertic](#), New York.

"Perfumes are typically marketed through rich media channels such as video, in order to drive awareness and convey emotional and passionate stories of sailors, individuals, free spirits, etc.," he said. "However, Chloé misses the key opportunity to make the video, being a primary awareness driver, as the prominent content piece on the site and subsequently, ability for users to be able to share and amplify the campaign."

Mr. Jespersen is not affiliated with Chloé, but agreed to comment as an industry expert.

Chloé was unable to comment by press deadline.

Love interest

According to the written story on the campaign's dedicated Web page, the love story in the video was created by several Chloé girls. The creative director, actress, film maker, photographer and scent creator are all women who worked together to create this fragrance and campaign.

The video begins with a girl dancing in a crowd as she makes eye contact with a guy who is watching her. The film cuts to the two running down the stairs and outside while holding hands.

They are seen running through Paris, singing karaoke, eating ice cream, at a carnival, on a bridge and then on a boat as the sun rises. The video ends with her walking away with the fragrance as a purse and a lock on a bridge that says "I love love."



Fragrance campaign

This whirlwind romance is then described on the fragrance's page. The initial spotting of the two characters is described as a fascination by the man with the woman's femininity and elegance and that the story is a modern story of seduction.

The essence of seduction is supposedly within the perfume's ingredients. The neroli illuminates her, the orange blossom attracts him, the jasmine highlights her femininity and the cedar adds flair. The combination of these scents creates a fresh and sensual floral love story.

In the story, the fragrance is described as the padlock representing their affection. The

pleated glass and ribbon tied to the handle represent a modern and refined Chloé manner.

The boat at sunrise is under the Pont des Arts and when the door is opened, that is the moment she disappears. The story description explains this as she is free, but adds a mystery as her fragrance remains in the air as to whether she will return.

Embedded Video: [//www.youtube.com/embed/rDi5wyHABb4](https://www.youtube.com/embed/rDi5wyHABb4)

Love story video

The campaign is being promoted through social media with the hashtag #Chloelovestory.

Keep it interesting

Creating a video for a fragrance can leave consumers intrigued by the story, but questioning the connection to the scent. Having a more detailed campaign can answer uncertainties and keep consumers engaged.

For instance, Italian fashion house Dolce & Gabbana launched a limited-edition of its scent Light Blue and created a microsite to solely promote the fragrance.

The microsite allowed consumers to learn the product's ingredients, the concept behind the scent and information about the video campaign. Dolce & Gabbana's separate microsite allowed the brand to promote a fragrance through narrowing in on the specific product, which can more readily spark the consumer's interest ([see story](#)).

Also, Italy's Prada expanded the narrative of the female protagonist in its Candy fragrance campaigns with a comic book.

Housed on a dedicated section of Prada's Web site, the comic book took Prada's "Candy" character on a sci-fi journey to discover the newest Candy fragrance, Candy Florale. Creating a comic book, rather than a social video, to tell this aspect of Candy's story allowed Prada to hold consumer attention longer using a more engaging format ([see story](#)).

A video and a written story about the video may be repetitive, but the attempt at an expanded campaign can benefit brands.

"Chloe's video does its job of conveying the story i.e., essence of the perfume while leaving room for each viewer to create their own understanding of the fragrance and the story it tells," Mr. Jespersen said.

"Storytelling by video drives engagement, encouraging an emotional connection to the audience as users are able to interpret the story and relate personally, while making the written story seem redundant and contrary to the higher engagement experience from the video," he said.

"Although the written story aims to share context of the making and inspiration behind the video, there seems to be a lack of alignment in terms of content strategy across its campaign pieces. For example, although the #CHLOELOVESTORY is included at the end

of the story, the call to action is not prominent enough, therefore limiting the opportunity to amplify the campaign across Chloe's other social channels and converting brand ambassadors who are already engaged with the content. Likewise with the hashtag, Chloe misses a primary opportunity to include related social channels on the site that would support driving the campaign awareness and converting brand ambassadors to share or follow Chloe from the site."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ZhPBJSr6NIU](https://www.youtube.com/embed/ZhPBJSr6NIU)

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