

MULTICHANNEL

Dior relaunches J'adore campaign via multichannel experience

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Charlize Theron for J'adore

By NANCY BUCKLEY

French atelier Christian Dior released its newest J'adore fragrance campaign with ambassador Charlize Theron through a dedicated Web site and several videos.

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The campaign was teased the week leading up to the release with short clips of Ms. Theron. It was then released on Sept. 3 and features longer videos of the actress as well as detailed information about the J'adore scent, which will educate consumers about the fragrance and the collection.

"The minisite is incorporated into the rest of their site and still falls under the Dior umbrella, but it does have its own home," said [Brian Honigman](#), New York-based content marketing consultant and social media marketer.

"They have apparently spent a lot of time marketing for this campaign and creating a unique story around the fragrance so it is not just the same old fragrance as they have done in the past and for it they have created this unique home within the Dior brand online," he said.

Mr. Honigman is not affiliated with Dior, but agreed to comment as an industry expert.

Dior was unable to respond by press deadline.

Slow release

Dior asked consumers to save the date to enhance anticipation for the brand's latest J'adore fragrance campaign.

The campaign sees the return of fragrance ambassador Charlize Theron and picks up where her previous campaign left off. Consumers familiar with the previous efforts were enticed to see how the story developed in the continued campaign ([see story](#)).

On Sept. 3, as promised by the teasers, the campaign was completed with the release of a minisite and the full-length video with Ms. Theron.

The site begins with the option to view the J'adore "The Future is Gold" film. This video features Ms. Theron in Versailles ascending on a silk rope up to the top of a dome with an opening in the center.

A voiceover narrates that although the past is beautiful, one cannot live there and to escape one must move upward. The narrator tells viewers that "the future is gold." As this is said, Ms. Theron emerges through the window in the dome and a city covered in golden lights is seen.

Embedded Video: [//www.youtube.com/embed/Rm-vBq-1T1k?list=UU6xD-jKli-_qIYXDTsNv4dw](https://www.youtube.com/embed/Rm-vBq-1T1k?list=UU6xD-jKli-_qIYXDTsNv4dw)

J'adore film

The video was directed by Jean-Baptiste Mondino and eludes to the desire for discovery and that with confidence and assurance a J'adore woman can naturally rise to the top.

To continue through the microsite the consumer must scroll upward. Each section is separated by a different concept from the video. For example, the first and second sections are separated through a white box with "dream" written in large black letters. The quote, "the past can be beautiful, a memory, a dream, but it's no place to live," is also in the white box, this is a quote from the film.



DREAM

THE PAST CAN BE BEAUTIFUL
A MEMORY, A DREAM
BUT IT'S NO PLACE TO LIVE

Dream section separator

The next section includes the J'adore bottle and the option to click for more information about the origins of the fragrance, the bottle and the signature aspects of the fragrance.

Next, consumers can learn more about the J'adore woman; a woman with strength and determination as well as an aura and radiance that surrounds her.

This is elaborated in an interview with Ms. Theron that discusses the woman behind the fragrance.

The creation process and the ingredients in the perfume is focused on next. This includes a video showing where each ingredient stems from in the world.

Viewers can also see the range of J'adore fragrances and learn more about the behind-the-scenes of the videos.

Scented videos

Creating a special specific site and a video has become common protocol for many new fragrances.

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

The microsite allowed consumers to learn 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, U.S. fashion label Marc Jacobs launched a social video directed by Sofia Coppola to advertise its new Daisy Dream fragrance.

The brand's social media pages released the video to create a visual element for the fragrance. The direction of Ms. Coppola and the simple elements to the video likely generated interest among enthusiasts of the brand and the director ([see story](#)).

Having a celebrity involved with the video and specific site allows the brand to tap the celebrity's fans and encourage more people to watch and participate with the campaign.

"Working with a celebrity and using celebrity endorsement accomplishes a few goals all at once," Mr. Honigman said.

"Being associated with someone like Charlize Theron helps bring the emotion and ideas that the brand wants consumers to have with the perfume," he said. "Purposefully matching, she is beautiful, talented, and high successful, they are tying this product launch to that. She is a familiar face and has been associated with the brand before.

"Also, making use of her audience online, for instance, someone who is a fan of her and not of the brand might be able to take an interest in it and if she were to share it herself, she is driving more attention to the activation points across this campaign."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/OfLeOEFfeSC4](https://www.youtube.com/embed/OfLeOEFfeSC4)

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