

ADVERTISING

Chanel illuminates the new modern female with N°5 campaign

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Chanel Instagram post

By NANCY BUCKLEY

French fashion house Chanel is premiering a new film campaign with model Gisele Bündchen under the direction of Baz Luhrmann for its storied Chanel N°5 fragrance.

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"The One That I Want" is a film that embodies the modern woman, the woman who makes her own decisions and struggles to balance her priorities in daily life. By regenerating the Chanel N°5 campaign, Chanel will be able to reimagine the fragrance for the next generation of the modern woman.

"[Gisele Bündchen] exudes a raw beauty and sophistication," said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

"Her fame is less important than her ability to live life on her own terms," he said.

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

Chanel was unable to respond by press deadline.

Doing it all

In 1921 Coco Chanel and perfumer Ernest Beaux created Chanel N°5, a scent meant to

reflect modern femininity. Over the course of the next 93 years, Chanel was faced with the challenge to reinvent the new modern version of femininity.

Ten years ago, Mr. Luhrmann directed a Chanel N°5 film with Nicole Kidman about a woman who was breaking free from it all and returned to reality renouncing her desire.

Mr. Luhrmann is now recreating the modern woman in 2014 with Ms. Bündchen. The new Chanel N°5 woman is balancing herself, her family, her career and her love, and she has the ability to make decisions for herself and follow her own thoughts and desires.

Embedded Video: [//www.youtube.com/embed/8asRWe5XNw8?list=UUclHSnngVTZK7LEOQAzcglw](https://www.youtube.com/embed/8asRWe5XNw8?list=UUclHSnngVTZK7LEOQAzcglw)

Chanel N°5 film

The new film shows Ms. Bündchen as the song “You’re the Only One That I Want” plays in the background. She is surfing as her husband is seen driving away from their house. However, she is quickly distracted from his departure by her young daughter.

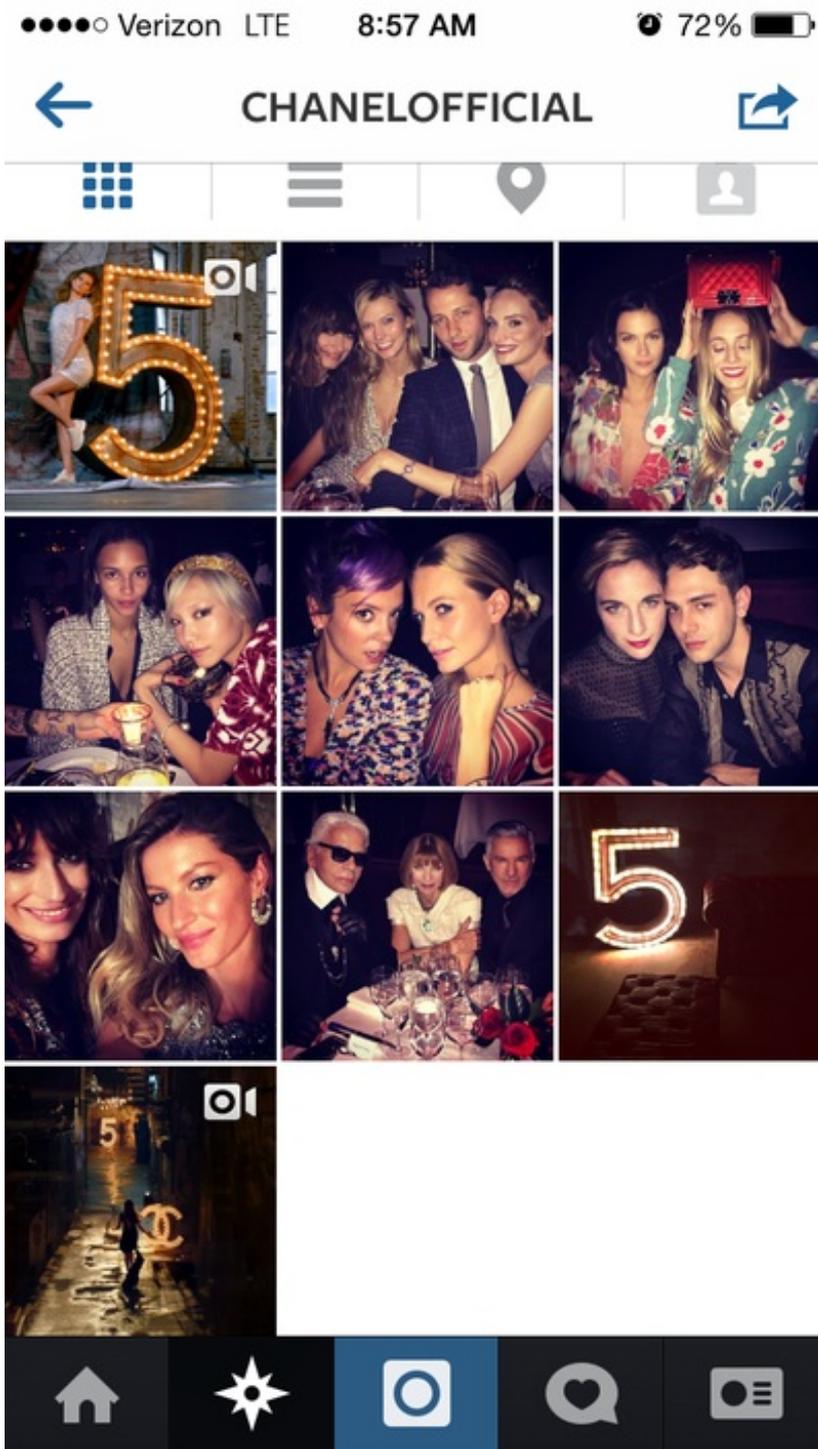
While with her daughter, Ms. Bündchen sees a note from her husband and begins to get ready to leave. She, however, does not leave to meet him, but rather goes to work. As she is preparing for a photoshoot, she reads his note and abruptly departs work to meet him.



Ms. Bündchen for Chanel N°5

Ms. Bündchen is seen as a very busy woman who is trying to balance everything in her life. The video is set up similar to Mr. Luhrmann’s film with Ms. Kidman in that it is like a short trailer to a longer feature. The story has more to tell than consumers can see.

“The One That I Want” was teased for a few days prior to the release of the film. The most notable teasers were seen on Chanel’s new Instagram account.



Chanel's Instagram posts

Chanel's account was created prior to its first image on Oct. 13 and managed to grow a fan base with the Chanel name alone. By press deadline the account had more than 1.8 million followers and more than 34,000 likes on some images.

The brand grew its fan base with 10 posts over the two days, featuring a brief clip of the film and images from the Chanel N°5 event in New York that marked the release of the film.

The video itself has eight other films enhancing it. Several behind-the-scenes videos focus on the cast, the costumes and production of the film that allow consumers to gain a better understanding of the campaign.

Reimagining a perfume

Chanel N°5 has seen other advertising campaigns more recently than Ms. Kidman's video.

For instance, in 2012, Chanel not only stuck to standard print and television placements, but used digital and mobile banner ads to promote its groundbreaking Chanel No. 5 fragrance video campaign with actor Brad Pitt.

This No. 5 campaign kicked off on Oct. 14 and featured Mr. Pitt – the first male brand ambassador for the women's fragrance – in creative that the label rolled out via print, TV, digital and mobile. The digital ads seemed to be the differentiator in this effort since the brand counted on its YouTube content to engage consumers rather than linking to ecommerce ([see story](#)).

Similarly, the French fashion house invited consumers to learn the intimate history of its N°5 fragrance through a video featuring Marilyn Monroe that is the second chapter of its Inside Chanel videos.

The "Marilyn and N°5 – Inside Chanel" video was released and shown on the label's Web site and YouTube channel. Chanel continued to push the campaign through its digital properties ([see story](#)).

A story around a product or brand can bring attention and create a greater ground for consumers to connect with the brand. These stories can be created through videos and advertisements and be reinvented, like the Chanel fragrance's tale.

"By creating a new campaign around this product, the brand was able to associate Gisele's personal brand with the product," said Kyle Wong, CEO of [Pixlee](#), San Francisco. "In addition, they were able to repurpose content from the campaign across various social media platforms."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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