

MOBILE

Nina Ricci sweetens gaming participation via fragrance giveaway

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Nina Ricci's Les Délices de Nina, 2015

By STAFF REPORTS

French fashion house Nina Ricci is sugarcoating its communications for the annual Les Délices de Nina fragrance interpretation.

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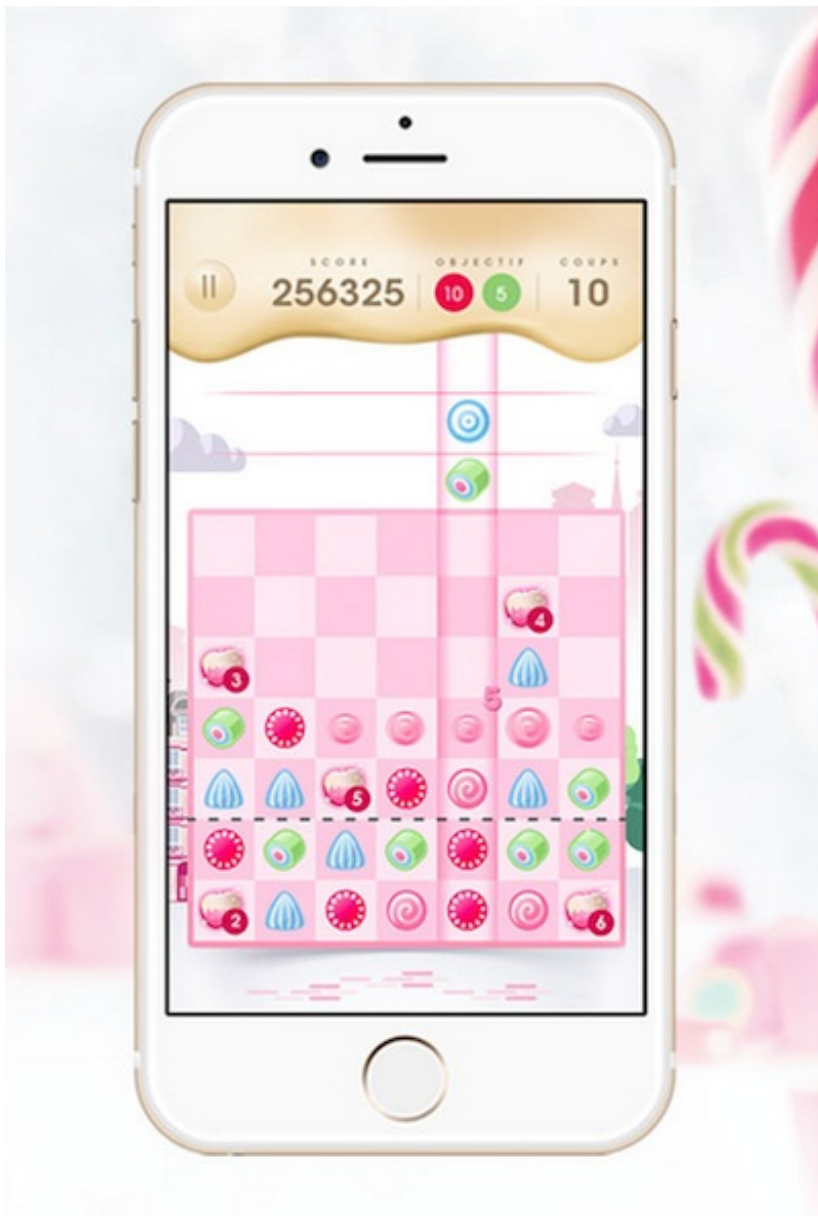
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Common in the fragrance sector, Nina Ricci re-releases Les Délices de Nina as a limited-edition version each year to explore different sources of scent inspiration without the commitment of developing a whole new fragrance. Originally launched in 2006, the 2015 version of Les Délices de Nina was inspired by strawberry hard candies.

Pour some sugar on me

To promote the limited-edition scent, housed in Nina Ricci's signature apple-shaped bottle, the brand created a mobile game similar to the popular "Candy Crush Saga" game for consumers to enjoy.

For the summer, Nina Ricci continuously promoted the game through its dedicated Facebook page, Nina, Le Parfums. Posts encouraged consumers to continue to play the matching combination game for a chance to win a bottle of Les Délices de Nina for 2015.



Les Délices de Nina mobile game

To play, consumers explore an enchanted Paris, laid out as a “scrumptious” maze on their Apple or Google mobile device. For each of the levels, the player must combine psychedelic candy pieces in combinations of 4 to 7 candies to achieve provided goals and “turn Paris into a sweet paradise.”

Those with the highest scores will win Les Délices de Nina gifts from Nina Ricci. With more than 100 levels and four Parisian districts of candy, consumers are likely to become hooked and continue to play regardless of the prize-based incentive.

Embedded Video: <https://www.youtube.com/embed/42HdFtOW-lw>

Les Délices de Nina by Nina Ricci

On the Facebook page each month, Nina Ricci will announce the winners, which in turn encourages others to continue or begin playing for a chance to win.

Nina Ricci’s Les Délices de Nina game is available for free from the [Apple App Store](#) and [Google Play](#).

Popular culture is often tapped for brand initiatives, with commonplace Internet games proving inspirational.

For instance, in menswear brand Canali's "200 Steps" series, the brand has starring men share the secrets behind their creativity. In a teaser posted to the label's social accounts, Canali shared a short video using the pieces of Candy Crush Saga to fill a glass jar, similar to that of the guessing game using jellybeans, but did not reveal who the video's protagonist would be.

Following the post that encouraged followers to guess, Canali unveiled that 200 Steps would feature Riccardo Zacconi, the CEO and co-founder of King, the gaming company behind popular games such as Bubble Witch and Candy Crush Saga ([see story](#)).

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