

INTERNET

Chanel plays with jazz band for Blues Rhythm collection effort

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Blue Rhythm de Chanel

By JEN KING

French fashion house Chanel is encouraging consumers to sing the blues through a Tumblr campaign promoting its latest blue-hued cosmetic collection.

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Luxury Daily

Inspired by the spirit of jazz and enlivened by the blogging platform Tumblr, the Blue Rhythm de Chanel line for fall 2015 celebrates the "boldness of blue" through cosmetics in shades of blue and gray, a reference to Chanel's use of "masculine" colors in its apparel during the 1920's Jazz Era. Chanel often takes its branded codes and applies these elements to its cosmetics to embrace a more aspirational demographic of consumers.

"The execution on Tumblr specifically lends itself to a much more musically inclined audience," said Markella Haynes, social media community manager at [MDG Advertising](#), Boca Raton, FL. "Tumblr users are creative, that is why they joined Tumblr in the first place.

"[Tumblr] is about creating ideas and share their own in a less structured environment than on Twitter or Facebook," she said. "By incorporating music into their engagement campaign, Chanel has managed to key-in on a specific desire of Tumblr's faithful to

create, if even for a moment.

"Music can bring people together, and in this instance, engaging and sharing this content will bring a wider (and possibly younger) audience to the Chanel faithful."

Ms. Haynes is not affiliated with Chanel, but agreed to comment as an industry expert.

Chanel did not respond by press deadline.

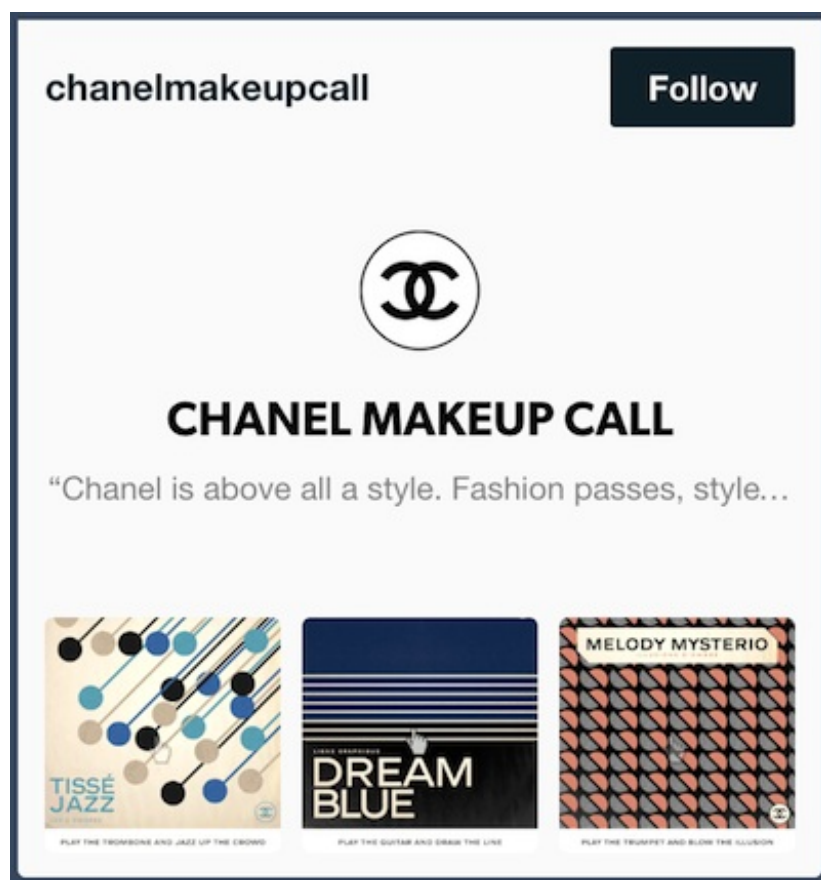
Get rhythm when you get the blues

While Chanel did send out an email blast for the Blue Rhythm collection and featured a styled look using the line on social media, the majority of its communications for the effort has been placed on Tumblr.

To promote the collection, Chanel created sponsored posts on both Twitter and Instagram, with the latter including a "watch more" button to increase the interaction between the consumer and brand on the photo-sharing mobile application.

A link provided in the sponsored posts redirects to the "Chanel Makeup Call" Tumblr account. If the consumer is not a follower, Tumblr presents three posts to give a peek at the content housed on its account titled "Playing with the Blues."

The consumer is shown that by using their mouse or tapping on their device's screen the Chanel content, geometrical and stylized lines in shades of blue and complementary colors, will react by playing sound bites.



Chanel's beauty account on Tumblr

For example, Chanel's most recently updated post is titled Vibrato/Fortimission/Le Vernis

Chanel. The image shows notches of navy and crimson blue, some of which jump slightly, placed against a tan backdrop.

Text below reads, "Play the flute and polish your vibrato." When the lines of different size notches are clicked flute music plays, and when all are clicked in succession a full sound bite from a song is heard.

"By making the post interactive, you have a larger chance of a user 'accidentally' hitting a guitar's strings or piano's keys - strumming on their sense of curiosity and drawing them to your page," Ms. Haynes said. "Interactive and engaging content is key in drawing in new customers or getting more of your audience interested in your brand."

A sidebar allows the consumer to favorite the post, reblog and "see more" by clicking a plus sign icon that directs to additional information. Here, the consumer can discover more by clicking a blue hyperlink that in this case lands on Chanel's product page for the Le Vernis nail color line.

Further down on the Tumblr page, Chanel features musical promotions for the Tisse Jazz eyeshadow palette, assigning it "play the trombone and jazz up the crowd," with trombone notes being played when the circles are clicked.



PLAY THE FLUTE AND POLISH YOUR VIBRATO

CHANEL

Example of Chanel's Playing with the Blues on Tumblr

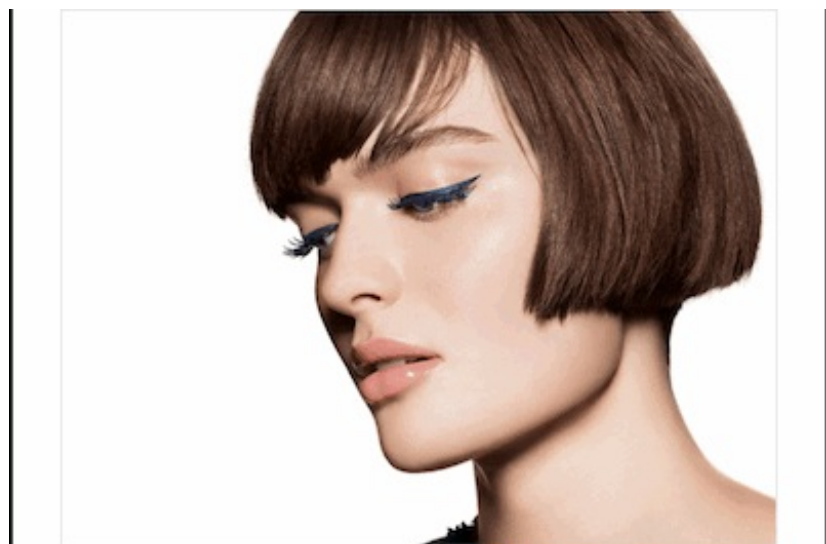
Chanel's eyeliner, Ligne Graphique, is represented by "Dream Blue" with lines allowing the consumer to "play the guitar and draw the line." Piano keys act as eyeshadow palette

colors and others serve as a drum kit, with each tap causing the color to disappear with a percussion sound in a cloud of colored dust.

While the opener for Chanel's Play with the Blues only directs to the brand's beauty ecommerce page, an email sent to subscribers in August directed consumers to the Rhythm Blues product section itself.

On this Web page, consumers can view the products found in the collection including the limited-edition Les 4 Ombres eyeshadow palette in Tisse Jazz, Ligne Graphique de Chanel liquid eyeliner in Dream Blue and two shades of Le Vernis nail polish, Vibrato and Fortissimo.

A tutorial section offers consumers insights into how to create the three beauty looks featured on Chanel's Web site using items from the Blue Rhythm. These looks include the bold statement look of Forte, the winged liner style of Pianissimo and the signature smokey eye of the collection, Blue Rhythm.



Email imagery for beauty looks achievable with Blue Rhythm de Chanel

Chanel's Makeup Call Tumblr account can be viewed [here](#).

Enter here

Recently, Chanel has placed marketing efforts on a single platform, using others as a gateway to discovery.

For instance, Chanel is asking consumers their sign on Instagram in a new marketing effort for the Chance fragrance collection.

The Instagram content, exclusive to the platform, includes GIF imagery for each of the 12 astrological signs to connect with Chanel enthusiasts on a personal level. The integration of the Chance fragrance aligns with the zodiac messaging as many consumers, especially those in Asia, may rely heavily on their signs to predict life events and chances as suggested by the scent's placement ([see story](#)).

Also, Chanel is imagining the multifaceted life of a woman wearing its shoes in a new social film series housed on a YouTube playlist.

“The Slingback Stories” is a set of four short videos that show how a pair of two-tone pumps play a role in different moments of the same woman’s life. This campaign makes the classic shoe relevant to younger consumers by painting a portrait of the new generation of slingback owners ([see story](#)).

As with Chanel's two aforementioned efforts, ecommerce was secondary to the Playing with the Blues campaign on Tumblr.

"Ultimately, making the consumer's purchase journey as easy as possible should lead to the highest chance of customer conversions," Ms. Haynes said.

"However, when publishing a branding and engagement campaign such as Chanel has with its interactive Play with the Blues posts on Tumblr, the time and 'depth' spent with each piece of content matters more than single-session conversion," she said. "The surprise and delight of customized musical widgets goes a long way to helping customers associate sophistication and panache with the Chanel brand."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/mNNWj1YNcDU>

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