

INTERNET

## Kenzo plants seeds of affection with social map initiative

October 13, 2015



Promotional image for *Flower the World*

By STAFF REPORTS

French fashion house Kenzo is creating a widespread international poppy field online with the launch of a social media campaign.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Using Google mapping technology, #FlowerTheWorld lets consumers "plant" a poppy seed anywhere on Earth, leaving a message behind with their bloom. This effort reinforces the brand's messaging around its Flower by Kenzo scent, which frequently focuses on the unexpected urban places a poppy can grow.

Spreading the love

#FlowerTheWorld was introduced via the Kenzo Parfums Facebook page, directing consumers to the Flower by Kenzo microsite.

There they are invited to "participate in the world's biggest poppy field." After a click, consumers are taken to a page powered by Google, which shows a world map with poppies scattered throughout.



*Flower the World*

The participants can plant their own poppy. An optional step allows them to add a photo from Facebook or Instagram or upload one from their device. They can then add their name and a message up to 150 characters.

To place it on the map, consumers can either enter an address or place it on the map by manually dragging the map

underneath a flower icon.

In addition to sharing their own message, consumers can view other messages from around the world, making them part of a global community of Kenzo fans.

Kenzo recently released a five-part video series that brought its Flower fragrance on a world tour ([see story](#)), making this campaign a fitting extension.

Other luxury brands have found inventive and engaging ways to leverage Google's mapping capabilities.

British fashion house Burberry engaged consumers in branded peer-to-peer communications through a partnership with Google where users could send loves notes around the world.

The label created a microsite for the Burberry Kisses campaign that let consumers send and view notes that had been sent. Burberry was likely trying to convert its followers' closest companions to brand enthusiasts ([see story](#)).

This initiative may have a similar effect for Kenzo, getting its brand fans to spread the word about its fragrances to their followers.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.