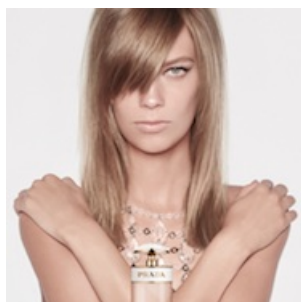


ADVERTISING

Prada puckers up for retro-inspired fragrance campaign

March 31, 2016



Prada Candy Kiss campaign image

By SARAH JONES

Italian fashion house Prada is flirting with femininity to provide new perspective on a familiar personality.

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Prada Candy Kiss is the latest in the label's olfactory series, which has previously been personified by a singular character named Candy. As Prada releases this new scent, it has also given Candy a new spokesmodel, diversifying the faces that consumers will associate with the fragrance.

"The transition from La Seydoux as Candy to Lexi Boling's captivating retro beauty will only be notable to loyal Prada followers," said Marko Muellner, digital vice president and group director at **Edelman**, Portland. "Most consumers won't notice the shift and that's OK."

"The many iterations of Candy campaigns have been significantly different from each other to make this transition between models smooth and congruous," he said. "Sometimes, when season campaigns maintain signature elements and build equity over time, switching so abruptly can be detrimental. In this case, it feels fresh and a wholly new attempt to reimagine a longstanding strong range."

Mr. Muellner is not affiliated with Prada, but agreed to comment as an industry expert.

Prada Parfums was unable to comment directly before press deadline.

Lip service

Prada Candy Kiss is described by the brand as being the most addictive Candy scent yet.

The perfume was blended by Daniel Andrier, who took creative direction from Miuccia Prada. The scent opens with a musk of cotton, and finishes with notes of orange and vanilla.

Prada's print advertising for Candy Kiss shows model Lexi Boling in close-up, staring straight at the camera, her hair teased and cat eyeliner applied to her lash line. Her arms are crossed over to her shoulders, partly covering her beaded outfit.



Prada Candy Kiss

Prada first introduced Candy Kiss on social media. On Instagram, the brand posted teasers, asking consumers, "Would you like a little kiss?"

Rather than sharing the entire story through social content, Prada drove consumers to its Web site to get the full picture of Candy Kiss.

Here, consumers can view two campaign films, which recount the photo shoot process with Ms. Boling.

In the first, photo proofs glide across the screen. The stills of Ms. Boling lounging on a white set occasionally get the embellishment of a tint of magenta or a lipstick-colored kiss print.

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Prada Candy Kiss Discover the new Prada Candy Kiss inspired by a new facet of femininity, brighter, bolder and more addictive #PradaCandyKiss j.mp/Prada_Candy_Kiss

Posted by **Prada** on Wednesday, March 30, 2016

A second, set to the same music, shows the microscopic changes in the model's pose as she sits for the photographer. In the end, it flashes through each Candy fragrance, revealing variations on the Candy Kiss campaign for the previous incarnations.

Representing the clinging nature of the perfume, much like a catchy tune, Prada includes a video that pictures a vinyl record playing on a turntable that resembles Candy Kiss' gold and white bottle with a touch of hot pink.

As the extended version of the song used in both campaign videos plays, the record visibly turns on the player, giving consumers the feeling of being transported back through time.

"A lot has changed in marketing since the introduction of the Candy range," Mr. Muellner said. "While previous campaigns relied on remarkable creative, and it worked, today, great creative is merely the fuel for an effective campaign.

"Without robust strategies for reaching key audiences across brand touch points mobile and social most importantly even the best creative can fail to launch," he said. "While this year's Candy effort has many of the right elements short video, music, hashtags and punchy copy, they've missed the opportunity reach key audiences.

"The leading luxury marketers have become expert at both storytelling and amplification. We see a single organic Facebook post that reaches 1,600 of their 5.5 million followers, or a social hub on Prada.com with five brand photos instead of a curated selection of the over 25,000 Instagram posts with the #PradaCandy hashtag.

"In social, on their mobile devices, these are where women of all ages and nationalities are finding and engaging with their favorite brands. It's no longer enough to post good content to your Web site and hope people will share it, we have too many amazing options to give our valued attention away for free."

Changing faces

This represents the first time in the Candy saga that actress La Seydoux is not acting as the face.

Prada engaged its digital audience with a short film that told the story of a love triangle involving a character named after a new fragrance.

The label pushed the desirability of its Candy L'Eau scent by naming the female protagonist after the fragrance. Although Prada was pushing an entry-level product through the video, consumers of all income levels were likely to be entertained by the film's amusing plot line of two friends wanting the attention of the same woman ([see story](#)).

Later, Prada expanded its Candy fragrance range with the introduction of Prada Candy Florale.

Prada Candy's third scent welcomed back Prada Candy L'Eau ambassador and French actress La Seydoux, who reprised her role as Candy in the fragrance's social video. Maintaining consistency among ambassadors for a particular fragrance elevates the starting point of each successive effort ([see story](#)).

It can be risky for a brand to break with tradition, but this new image for Prada Candy may help to widen the concept of the fragrance beyond a single personality.

"Refreshing a well-established product in a well-established range is a challenge, and the new creative for the Prada Candy Kiss fragrance doesn't live up to the standards set by its predecessors," Mr. Muellner said.

"Granted, topping a series of playfully perfect Wes Anderson/Roman Coppola vignettes or a fantastical pink and black interactive comic book is nearly impossible," he said. "But the latest effort is largely bereft of the playfulness, fun and depth we'd come to expect for the range.

"While the imagery, short videos and even soundtrack are quirky and sweet, there's little to hold on to, little to explore, little to draw us in. Unfortunately, in today's media deluge, breathtaking beauty just isn't enough to breakthrough the clutter.

"Lastly, beyond the use of the now iconic Prada lips and Candy brand, the new campaign does little to communicate any of the personality of the fragrance itself. Unlike La Seydoux's irresistible personification, very little is revealed by Lexi Boling's Warholesque polaroids."

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