

INTERNET

Marc Jacobs sends spring sentiments via Daisy messaging

April 1, 2016



Marc Jacobs' Daisy fragrances

By STAFF REPORTS

U.S. fashion label Marc Jacobs is watching love grow with a custom message generator in celebration of spring.

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Marc Jacobs' springtime promotional effort uses its Daisy scent collection as a focal point to welcome in the season and build awareness among one of its most popular fragrances. On an annual basis Marc Jacobs uses spring as a platform to promote its scent, giving enthusiasts a continuous way to interact with the brand's offering.

Spring is coming

The messaging effort is accompanied by a short video that pairs blooming paper flowers alongside Marc Jacobs's three Daisy scents: the original, Daisy Dream and Daisy So Fresh. To ensure a consistent message across platforms Marc Jacobs has shared the video on its social media platforms dedicated to its perfumes.

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Celebrate spring today in a very #MJDAISY way. Create a custom message, share with friends, and watch the love grow. <http://bit.ly/1RNYdbK>

Posted by [Marc Jacobs Fragrances](#) on Thursday, March 31, 2016

Marc Jacobs then invites consumers to share a spring message with friends. As an example, its Web site includes the phrase "bloom bright," which is then accented by small paper flowers within each letter with a miniature bottle of Daisy serving as a period.

Consumers can then enter a phrase of their choosing and select a theme. The four colors offered for a theme are those seen in the video introduction. If yellow or white are selected, the period mark is Daisy, while the blue represents Daisy Dream and pink Daisy So Fresh.

When finished consumers can save the message as a .JPG image file or share via Facebook. Marc Jacobs also encourages posts to Twitter or a .MP4 video file to be shared on Instagram.



Marc Jacobs spring message generator

Daisy's digital component is in addition to Marc Jacobs' out of home collaboration with Uber.

On March 26, Uber riders living below 59th Street in Manhattan and Brooklyn's Williamsburg, Greenpoint and DUMBO neighborhoods could hail a ride in a car covered with daisies.

The Daisy-branded Uber car featured a custom soundtrack and free full-size bottle of Daisy Marc Jacobs fragrance. Titled as "Daisy Daze," users had to opt in and request the car through the Uber application, using the promo code "MJDAISY" ([see story](#)).

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