

FRAGRANCE AND PERSONAL CARE

Chanel allows for viewer participation, interpretation in cologne campaign

June 7, 2016



Diver Hugo Parisi for Chanel Allure Homme Sport

By JEN KING

French atelier Chanel is encouraging adventurous and active males to dive, glide and slide in a push for its Allure Homme Sport fragrances.

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

The fragrance campaign encourages men to "own the experience" through the use of 360-degree videos housed on its Web site as well as its branded YouTube channel. With limited product offerings for male consumers, Chanel must capture the spirit of its intended consumers in a relatable way, playing to interests rather than its brand infamy.

Chanel was unable to respond by press deadline.

Visions of Chanel

The first Allure Homme Sport video in the series of three, Brazilian diver Hugo Parisi. In the video, directed by Jacob Sutton, Mr. Parisi is seen walking up to a cliff's edge, and through the 360-degree filming, the viewer is able to alter the perspective, gaining a sense of the diver's surroundings and the ocean far below.

As Mr. Parisi prepares for his dive, the pace of the film slows, adding to the drama of his form as he launches off the cliff. The video concludes with Mr. Parisi's splash into the ocean and the bubbles created by his impact. As the screen fades to black, the Chanel Allure Homme Sport logo appears on the screen.

Allure Homme Sport Cologne. Dive 360 Experience - Chanel

On the Chanel Web site, the brand includes only the skateboarding and horseback riding version of the film experience.

The first to be featured is the skateboarding effort featuring professional skateboarder Adam Crigler.

This film begins with a first person perspective that travels down a windy mountain road, with the sea far below the guard rail. Chanel's use of 360-degree technology allows the viewer to gain a sense of the mountains to the left and the sea down to the right as well as the speed traveled.

As Mr. Crigler reaches bends in the road, the film's perspective is changed so the viewer can see the speed in which he is traveling and how each curve is handled. As with the first effort, it is concluded with the fragrance range's logo.

Allure Homme Sport Cologne. Slide 360 Experience - Chanel

The final film features actor Luke Grimes, who just recently picked up the sport of horseback riding. Chanel's film portrays Mr. Grimes as a modern cowboy, galloping on the ocean's edge on the beach and through a rugged mountain trail.

All the while, Chanel viewers can move the camera angle, thus giving the sense that they are riding the horse themselves. For consistency, the third effort ends with the Allure Homme Sport logo against a black background.

Chanel also included behind-the-scenes films and still imagery to show consumers how an effort of this nature is created. The behind-the-scenes are much longer in form, whereas the films are about 30-second each, and present the viewer with additional context.

Allure Homme Sport Cologne: Making-of "in the saddle" - Chanel

The Allure Homme Sport fragrance range includes three versions: a cologne, the limited-edition Eau Extreme eau de parfum and the limited-release eau de toilette. Chanel also offers a range of grooming products that complement the fragrance.

Chanel's Allure Homme Sport content can be found [here](#).

Perspective participation

Marketing fragrance and personal care products has its challenges, as the category is not easily portrayed without trial and an in-store experience.

But, digital marketing's embrace of 360-degree film allows the consumer to experience a product on their own through abstract touchpoints that craft the intended feeling associated with the item's use.

For instance, French couture house Jean Paul Gaultier let consumers see its brand from a new angle.

The brand has developed a 360-degree experience in which consumers can observe a scene from a fragrance bottle's point-of-view. Increasingly, brands are debuting experiences that mimic virtual reality, inviting consumers into their inner workings through video.

#BeTheBottle is an enhanced two-minute YouTube video, which acts as an extension of the brand's Factory campaign ([see story](#)).

Similarly, French atelier Christian Dior welcomed consumers to its founder's childhood home in Normandy, France to better understand its Dior Prestige skincare line.

Mr. Dior was raised in Granville, Normandy in a villa, preserved by the brand to this day, that continuously acts as a source of inspiration for its wares, especially the property's extensive gardens. Dior's marketing communications always keep its founder close to its overall message, often using his idiosyncrasies and passions as a focal point as the brand continues Mr. Dior's legacy.

The Granville house has been included in Dior Prestige skincare marketing in the past, but it has not been a fully immersive experience for the consumer. Past efforts have included videos that explore the villa's gardens and grounds but do not put the discovery in the hands of the consumer ([see story](#)).