

APPAREL AND ACCESSORIES

Dior teases fragrance campaign in a move to excite consumers

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Dior's teaser for Poison Club

By BRIELLE JAEKEL

French fashion house Christian Dior has released a trailer for its latest campaign that includes a dramatic dance performance, as more fashion brands become entertainment and art providers.

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Model/actress Camille Rowe is taking the stage, or the screen, in Dior's latest campaign that features an exciting dance performance. The video mirrors a major motion picture and has not yet been released, but is being teased with a short trailer to get fans excited.

"Advertising can be an effective tool for building brand awareness, triggering an initial engagement or if timed right it can generate transactions, but advertising is not necessarily the best medium for telling the brands story," said Michael Becker, managing partner at **mCordis**. "A brand is built first and foremost by what it does, how it delivers its value.

"A brand can amplify its efforts through effective storytelling, but creating content and sharing its domain expertise with the market, as well as with intimate conversation with individuals at scale through emerging platforms like Facebook messenger and chatbots," he said.

Entertainment marketing

With consumer behavior revolting against traditional advertising, marketers and brands need to take a new strategies that pull in consumers with entertaining and informative campaigns. More and more brands are opting for a strategy that reads more like entertainment or media content rather than advertising.



Dior's Poison Club video

Dior's latest campaign is one to take on this strategy. Opting for a build up and a predecessor trailer for its full launch, "Poison Club" is promoting Dior's fragrance with an online dance-battle video.

The Poison Girl fragrance campaign trailer takes the form of a traditional Hollywood film preview. Opening with the words "Dior presents," the trailer gives quick snippets of the full feature video, showing the jacket backs of a group of women, a shot of a vehicle's sound system bouncing to the beat and the girls beginning to dance.

Text informs viewers the piece is "starring Camille Rowe," before a clip shows her dancing and leaning up against a car. The clip further introduces the feature to come with text reading, "A dance performance, five tutorials, five moves, one signature, enter the club."



Camille Rowe stars in Dior's Poison Club

The final clip ends with a voice over of Ms. Rowe exclaiming, "We're not girls, we're poison." The hashtag #IAmPoison and #PoisonDanceChallenge accompany the campaign as well as Dior's Web site for the fragrance, poisongirl.com.

Dior's full Poison Club video releases today, Jan. 27 online, accompanied by digital advertising.

Teasers for advertising

Marketers and brands have resorted to taking on similar strategies to better appeal to fans and consumers. For instance, German automaker Mercedes-Benz got a head start on Super Bowl LI promotion and is getting consumers excited for the premiere by teasing its television spot on social media.

Throughout the week, Mercedes has shared snippets of its Super Bowl ad through social media, getting fans pumped up to see the full vignette. The teased narrative seems to be centered around a plotline at a biker bar with the hashtag #EasyDriver heavily promoted ([see more](#)).

Also, French fashion label Balmain expanded into a new category, launching the house's first accessories collection for the fall/winter 2017 season.

Giving a first taste of the collection, appearing in-stores in June, the house filmed a video starring creative director Olivier Rousteing, who speaks poetically about the gilded references present in the footwear, handbags and more. Through the label's affiliation with celebrities such as the Kardashian family, Balmain has become a household name, and the accessories line provides an entry point to the brand for its legion of new fans ([see more](#)).

"Producing and releasing teaser content can be an effective cornerstone to a marketer's strategy," Mr. Becker said.

"Leading marketers recognize that sustained reach, attention and engagement with people is built over time, it is built through consistent delivery of content, services, messages and value."

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