

FRAGRANCE AND PERSONAL CARE

Chanel plays coy on Instagram with interactive photo reveal

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Coco Mademoiselle Instagram campaign

By BRIELLE JAEKEL

French house Chanel is painting its Coco Mademoiselle fragrance in a mysterious light through an interactive Instagram campaign that resembles a scavenger hunt.

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Chanel's official Instagram account has shared an image for its Coco Mademoiselle campaign that is comprised of three different ad photographs in an effort to be mysterious. Fans must click the tags to see the full images revealed and discover the different facets of Coco Mademoiselle.

"I love it when marketers do what they can to reduced barriers and look not just tailor campaigns but to create unique experiences for individuals," said Michael Becker, managing partner at mCordis, San Francisco. "By tagging different 'hotspots' on the photos Chanel is creating an opportunity for its followers to explore and drill down into the brand's story.

"This is very smart marketing," he said.

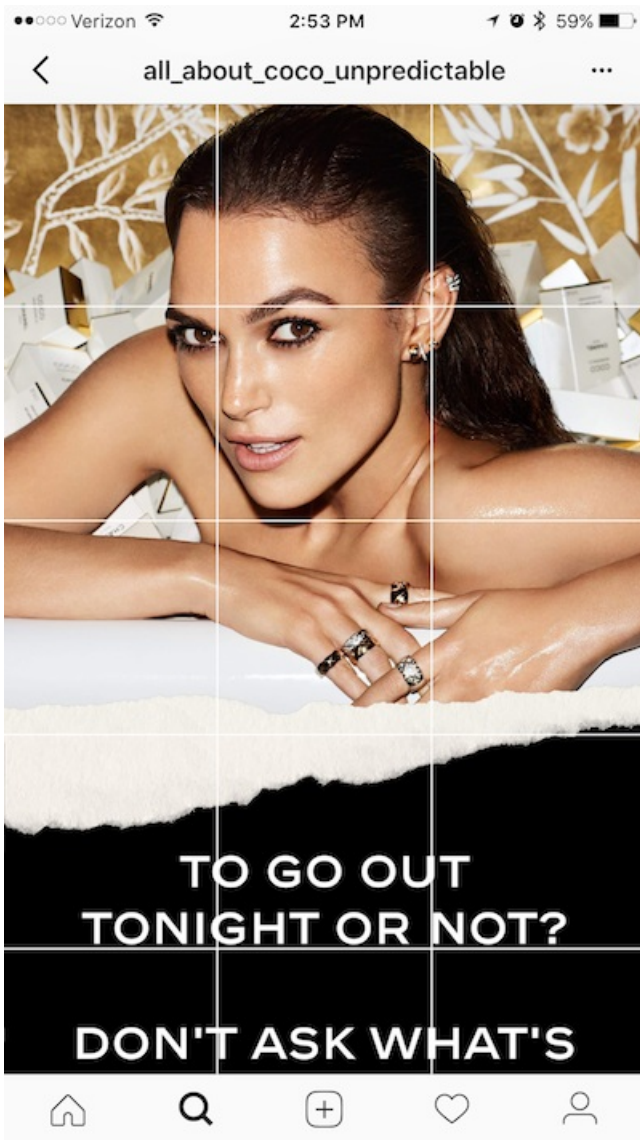
Mr. Becker is not affiliated with Chanel but agreed to comment as an industry expert.

Interactive Instagram

Through different Instagram accounts that are tagged in an image on Chanel's official account, users can find out the different aspects of Coco Mademoiselle and their accompanying images.

The original image on Chanel's Instagram shows three closeup images of brand ambassador and actress Keira Knightley, appearing as if they have been ripped out of a magazine and pasted next to each other.

A caption reading, "All about Coco. Who is Coco Mademoiselle," also points interested users to reveal the tags to see the rest of the campaign. Once fans click on the tagged account of each partial image, they will be taken to a new account where they can see the image in its entirety.

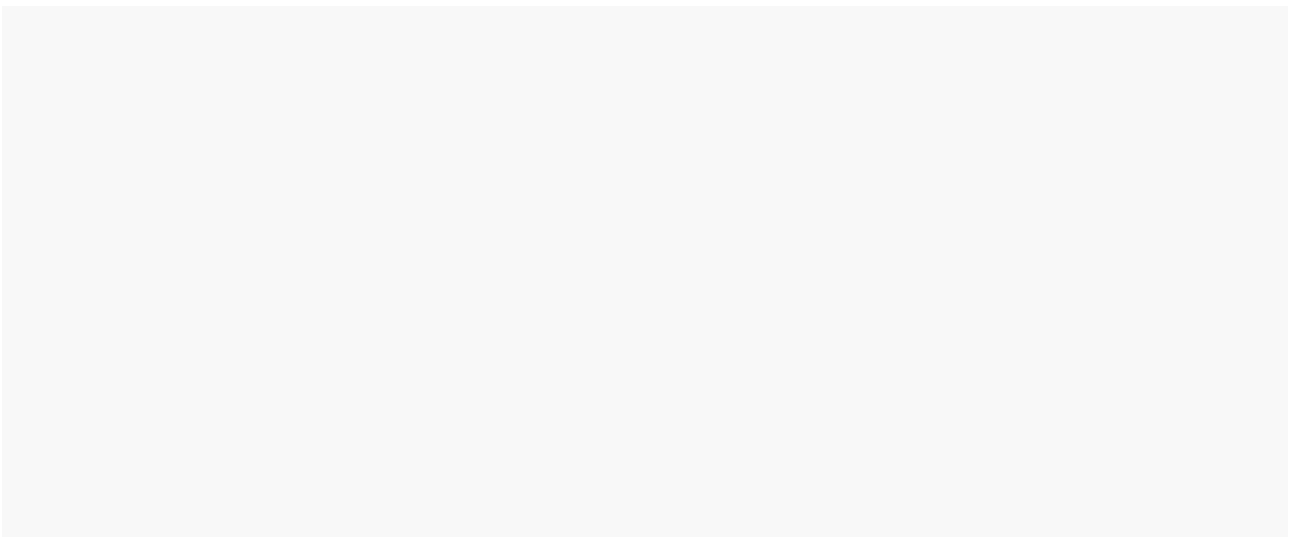


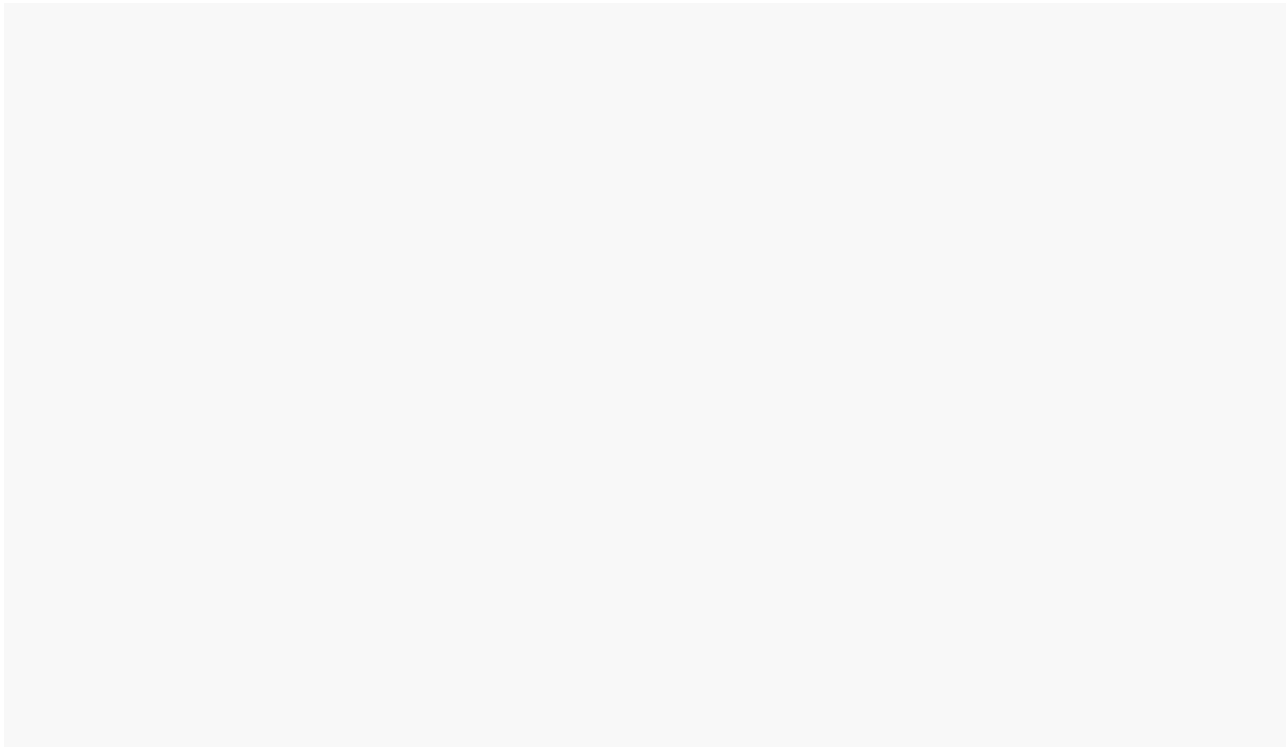
Chanel's image on Instagram

For instance, the first partial image reveals a tagged account, named "all_about_coco_excessive." A photo of Ms. Knightley represents Coco Mademoiselle as being excessive.

The other accounts and attributes are "unpredictable," and "mischievous."

However, the images in full can only be seen when looking at the full account page. This is because Chanel has built the images by posting pieces of them in order as a mosaic to make up the larger image.





Discover the Excessive Coco Mademoiselle. Link in the bio. #AllAboutCoco #CocoMademoiselle #Chanel

A post shared by @all_about_coco_excessive on Mar 3, 2017 at 5:48am PST

Each image includes the hashtags #AllAboutCoco, #CocoMademoiselle and #Chanel.

A link in the bio of all the campaign accounts brings users to the Coco Mademoiselle landing page. More images of Ms. Knightley and the campaign are displayed, as well as shopping pages for the products.

Instagram importance

Similar Instagram campaigns are becoming increasingly popular. By clicking on tags and leading users on what feels like a scavenger hunt has a bigger impact on consumers in a fun manner.

For instance, department store chain Bloomingdale's highlighted more than 500 gifts in a clickable Instagram guide.

Hashtag #Zoomingdales worked around Instagram's lack of post hyperlinks, allowing consumers to follow tags to separate profiles to view gift sets. Since Instagram has the most engaged community, the store saw results from giving consumers gift guides they can follow directly to ecommerce ([see more](#)).

Also, German automaker Mercedes-Benz built excitement for its appearance at the Pebble Beach Concours d'Elegance with an Instagram campaign that provided a different perspective.

To celebrate its participation in the Californian collector car and motorcycle show Aug. 15-16, Mercedes created a dedicated Instagram account titled MBUSA A Scroll Through Time, which when viewed horizontally presented a large scale timeline of vehicles that will be featured at the event. As participating automakers geared up for the weekend, Mercedes' unconventional use of Instagram may have helped the brand stand out to fans ([see more](#)).

"This is unique, I'm not seen it done before so it is certainly not common," Mr. Becker said. "I hope to see more marketing like this in the future."