

FRAGRANCE AND PERSONAL CARE

Givenchy individualizes fragrance recommendations through messages

April 4, 2017



Givenchy's irresistible experience

By BRIELLE JAEKEL

French fashion house Givenchy is turning its latest beauty campaign into a two-way conversation with consumers in an attempt to personalize purchasing.

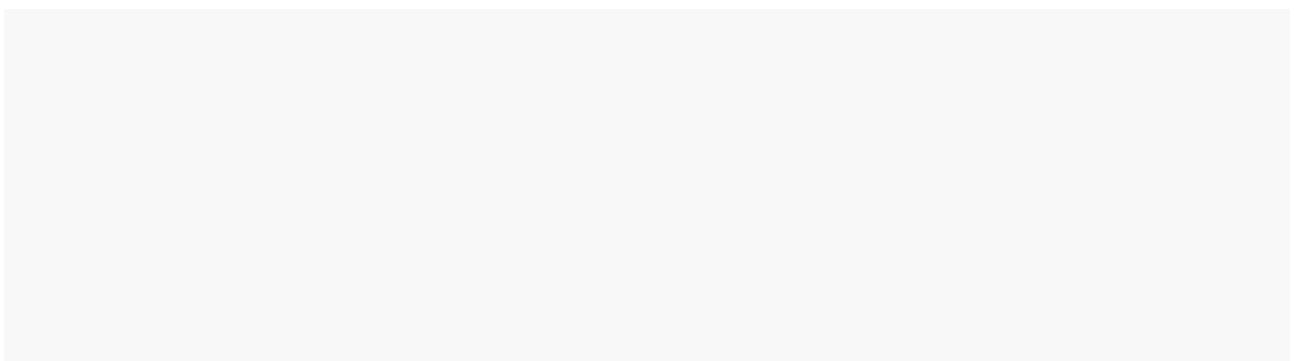
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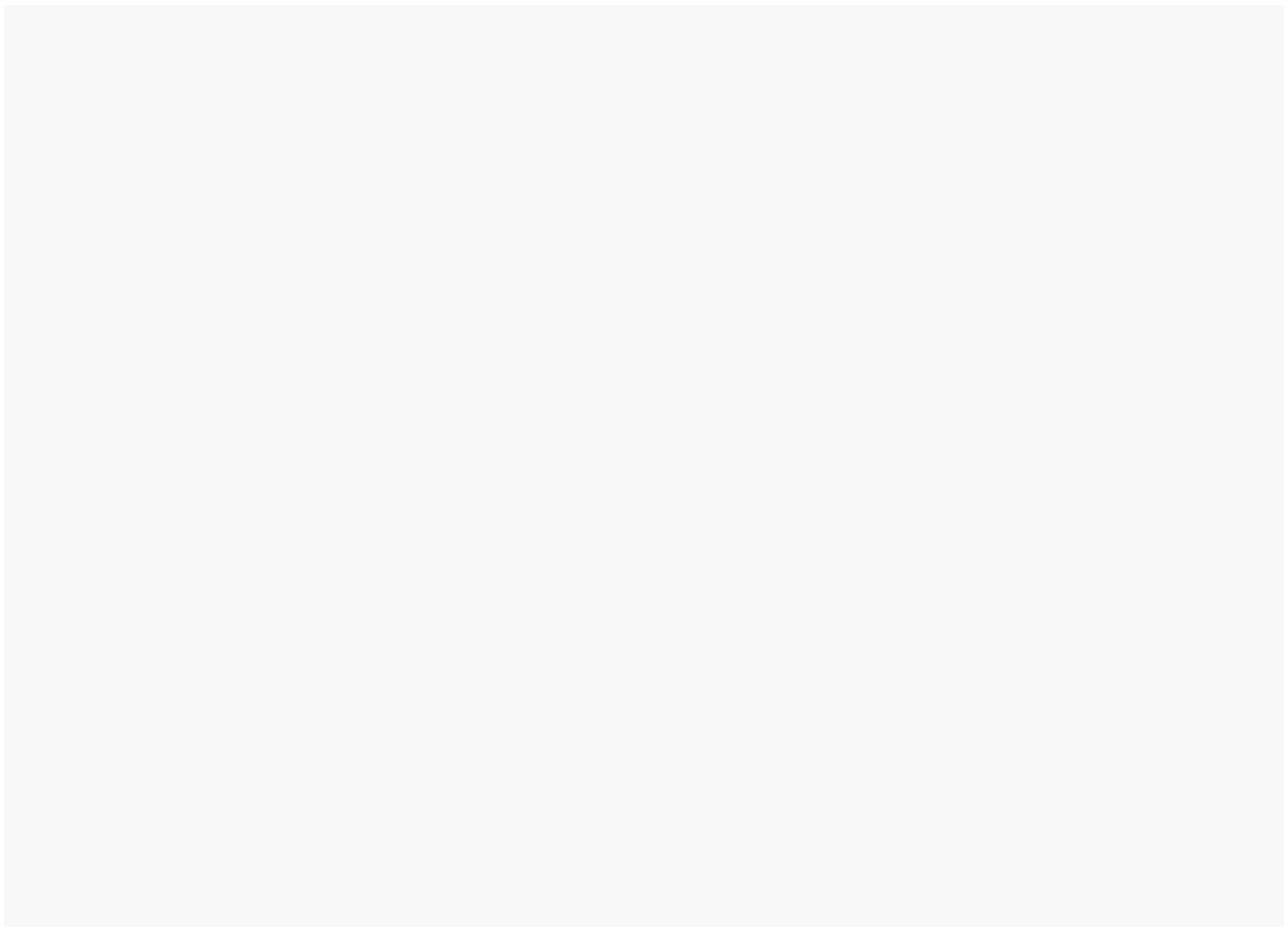
Givenchy Beauty has launched a chatbot on Facebook Messenger as an extension of its campaign with actress Amanda Seyfried. The Irresistible Experience account helps users find the best fragrance for them based on personal taste and personality.

"Amanda is a very talented actress with a sparkling beauty and an effortless sense of elegance. We very much look forward to working with her on a new exciting communication campaign," said Thierry Maman, global president of Parfums Givenchy.

Individual experiences

The beauty brand has created a separate Facebook and Facebook Messenger account that is designed with personalization in mind.





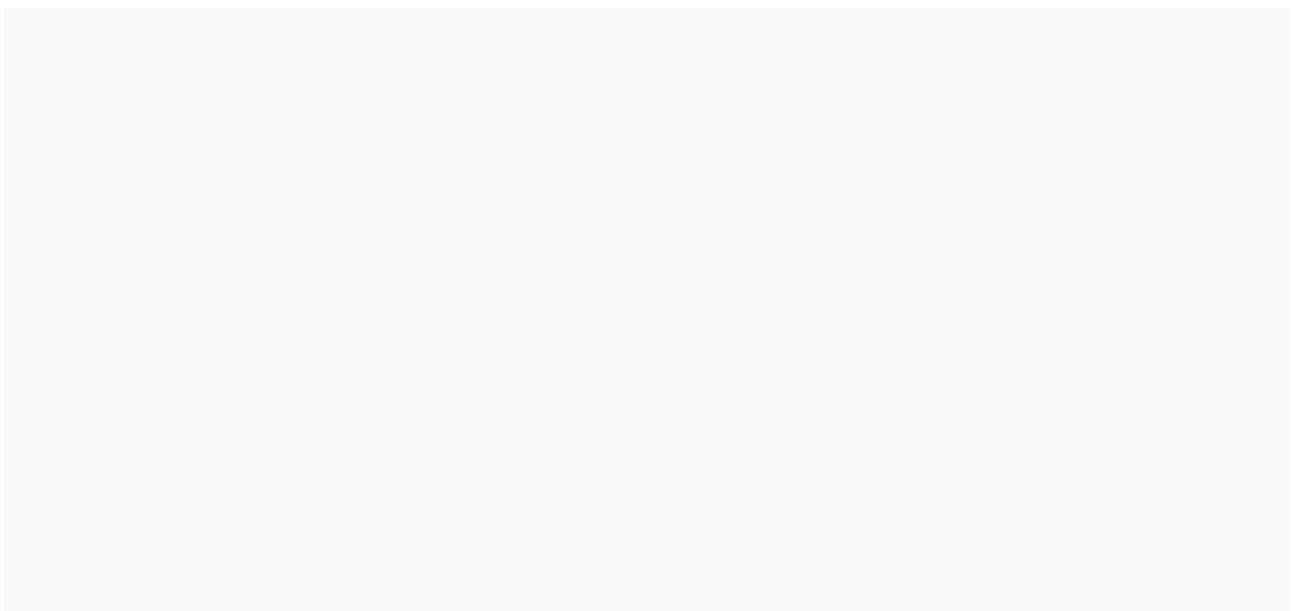
Free your intrepid side and cause a stir with Live Irresistible Eau De Parfum Dlicieuse. #MyOwnRules #LiveIrresistible #GivenchyBeauty #New #Fragrance #YOLO #Fun @mingey @elizabethstewart1 @marygreenwell @cococapitan

A post shared by Givenchy Beauty (@givenchybeauty) on Mar 29, 2017 at 1:55am PDT

Users start off by selecting "Get Started" within the message thread to begin the experience.

After indicating their preferred language, users are prompted by the chatbot to select a motto that best describes them. Answers include, "I live life to the fullest," "I share my happiness" and "I live by my own rules."

Each question and message from the bot also includes content from the campaign featuring Ms. Seyfried.





Floral, gourmand and totally delicious - that's Live Irrsistible Eau De Parfum Dlicieuse. #MyOwnRules
#LiveIrrsistible #GivenchyBeauty #New #Fragrance #YOLO #Fun @mingey @elizabethstewart1 @marygreenwell
@cococapitan

A post shared by Givenchy Beauty (@givenchybeauty) on Mar 30, 2017 at 1:08am PDT

Next, the chatbot asks beauty aficionados if they would consider themselves "audacious," "energetic" or "free," then also prompts them to choose between "spicy," "sweet" and "radiant."

The final question prompts users to select between "flora & spicy," "fruity & juicy" and "floral & gourmand."

Based on these responses, the chatbot determines a fragrance product that is tailored to the individual. For instance, the message will send a message such as "Live Irrsistible : Eau de Parfum Dlicieuse," along with a description "a new floral delicacy, as sassy as it is sweet. The delight to express your uniqueness."

Givenchy campaigns

Givenchy recently portrayed the passion and emotion behind its makeup line with a short film that places cosmetics in the lead role.

"Petites Histoires Extraordinaires" invited consumers into an imaginary world in which beauty products go to the cinema, flirt and attend runway shows. This communicated Givenchy's heritage of a flair for the dramatic, as well as showing off the visual appeal of its products ([see more](#)).

London's Hotel Cafe Royal offered bar guests an olfactory experience that is best served shaken or stirred.

Available for the upcoming fall fashion season, the new cocktail menu was curated by The Green Bar's manager, Derren King. For the 10 signature cocktails, the mixology drew inspiration from the botanical ingredients of French fashion house Givenchy's L'Atelier de Givenchy collection of perfumes ([see more](#)).

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