

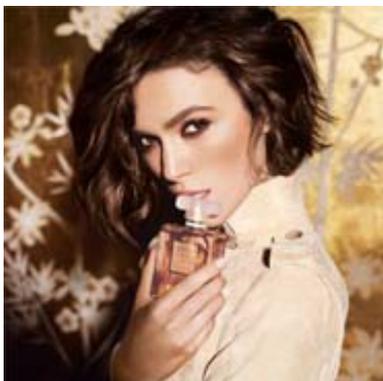
ADVERTISING

## Chanel targets potential consumers by advertising on Hulu

April 29, 2011



By IVYTAN



French apparel and accessories designer Chanel has been

added to the list of major luxury brands who are targeting their younger affluent consumers by using online video service Hulu to advertise their goods.

Chanel is promoting its Coco Mademoiselle fragrance in its new campaign video starring actress Keira Knightley. Upscale brands such as Louis Vuitton and Chanel have placed advertisements on Hulu to ensure that their consumers can catch a glimpse of the campaign while watching their favorite television shows.

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**Luxury Daily**

“Hulu delivers captive audiences and users visit the site with a purpose of consuming high-quality commercial content,” said Gene Lewis, creative director of Digital Pulp, a

New York-based digital marketing agency. "It's a different audience than YouTube – less ephemeral than YouTube. People expect to click, sit back and be entertained.

"Luxury brands are looking for a higher-quality media experience and Hulu may provide that for many brands' key audiences," he said.

Mr. Lewis is not affiliated with Hulu. He agreed to comment as a third-party source.

Hulu is a free online video service that offers its subscribers streaming videos of their favorite TV shows, movies and footage that are on-demand. It is backed by TV networks such as FOX, ABC and NBC.

For now, the service is only offered in the United States and has about 1 billion streamers monthly.

The New York-based service has 30.7 million monthly consumers in nationwide visiting the site. Thirty-eight percent are ages 18 to 35.

Furthermore, 53 percent of Hulu's audience is male, college educated and with no kids. Twenty-three percent have an income of more than \$100,000 per year, which is highly desirable for any major brand.

Knightley viewing

Chanel describes this perfume as "feminine and sexy, young and exciting."

Coco Mademoiselle is available in parfum, eau de parfum, eau de toilette spray, shower gel, oil spray, soap and lotion.

In the Chanel advertisement, Ms. Knightley races through the streets of Paris on a motorcycle, arriving at a sultry photo shoot where she seduces the director in the film.

When the director turns his head, Ms. Knightley escapes through an open window. The director looks down to the street below where he sees the actress on her motorcycle. She races away after tucking a bottle of Coco Mademoiselle fragrance into her jacket.

The same campaign was featured in an email that Chanel sent to its customers ([see story](#)).

Considering the average Hulu audience, it is no wonder why luxury brands would want to advertise on the site to reach their younger buyers.

In fact, Hulu's video advertising service is two times as effective as traditional television, according to a study from Nielsen.

After all, Hulu is not a place to upload the latest video of a singing dog or an Anthony Dodson rant video. Think of it as the gourmet version of online video services.

College students can sign up for Hulu using their .edu email address and receive a free trial for one month.

Last year, French fashion house Louis Vuitton streamed an ad campaign on Hulu with a very specific message to its potential consumers ([see story](#)).

## *Chanel's Coco Mademoiselle fragrance campaign featuring Keira Knightley*

### Crack-ups

In the future, Hulu may be a great venue for luxury chains to market to youth.

An increasing number of designers such as Tom Ford and Karl Lagerfeld are experimenting with digital media by directing ad campaigns that feature a lifestyle or a the brand's message. Many of these campaigns are high-quality with strong storylines and resemble short films ([see story](#)).

In addition, when young viewers see ads they enjoy, they are more likely to share with their friends about it via social media ([see story](#)).

"This audience could be highly influential within the digital space, for example, bloggers, social media enthusiasts," said Chris Dessi, managing partner at Drive Action Digital, Wayne, NJ.

Advertising on Hulu may have may have its downsides, however.

Younger audiences tend to gravitate toward comedies and other light-hearted segments.

For upscale brands to place ad campaigns or pop-ups in the middle of a crude joke from the latest taping of Conan O'Brien's "Conan" on TBS, the effort may seem askew, even in the eyes of a 22-year-old.



### *SNL skit on Hulu*

Keeping that in mind, there are still a number of ways for a brand to limit the amount of exposure for its content.

“If a user is presented with a luxury ad as a lead-in to an irreverent SNL skit or episode of the office, it might be a negative association for the brand,” Digital Pulp’s Mr. Lewis said.

“Luxury brands do not aspire to be funny or giggle-inducing, so if there's a significant brand-content mismatch, it could be a negative experience,” he said.

Final Take