

FRAGRANCE AND PERSONAL CARE

## House of Creed sets out to conquer new audiences with Viking launch

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House of Creed's marketing for Creed Viking included an influencer trip to Iceland. Image credit: House of Creed

By SARAH JONES

Fragrance maker House of Creed is exploring the fiery spirit of its latest perfume through an influencer campaign set in a Nordic locale.

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To launch Creed Viking, the brand ventured to Iceland with a group of men who represent the scent's adventurous persona, following in the footsteps of the fragrance's namesake explorers. Compared to the near-frequent releases seen throughout the fragrance industry, Creed Viking marks the brand's first new scent for men in seven years.

"At ICP, we don't follow industry trends or norms and as the North American distributor of record for The House of Creed, that brand is no exception," said Emmanuel Saujet, co-founder and CEO of **International Cosmetics & Perfumes**, New York. "We are fortunate to work with a master perfumer like Olivier Creed who does not rush the art and craftsmanship of fragrance development.

"We are not motivated by the need to anniversary launches year after year, but would rather wait until a fragrance composition is truly complete," he said. "Our clients expect the best from Creed, so when we launch a new scent, it has to be perfect. You can't rush art."

### Iceland with influencers

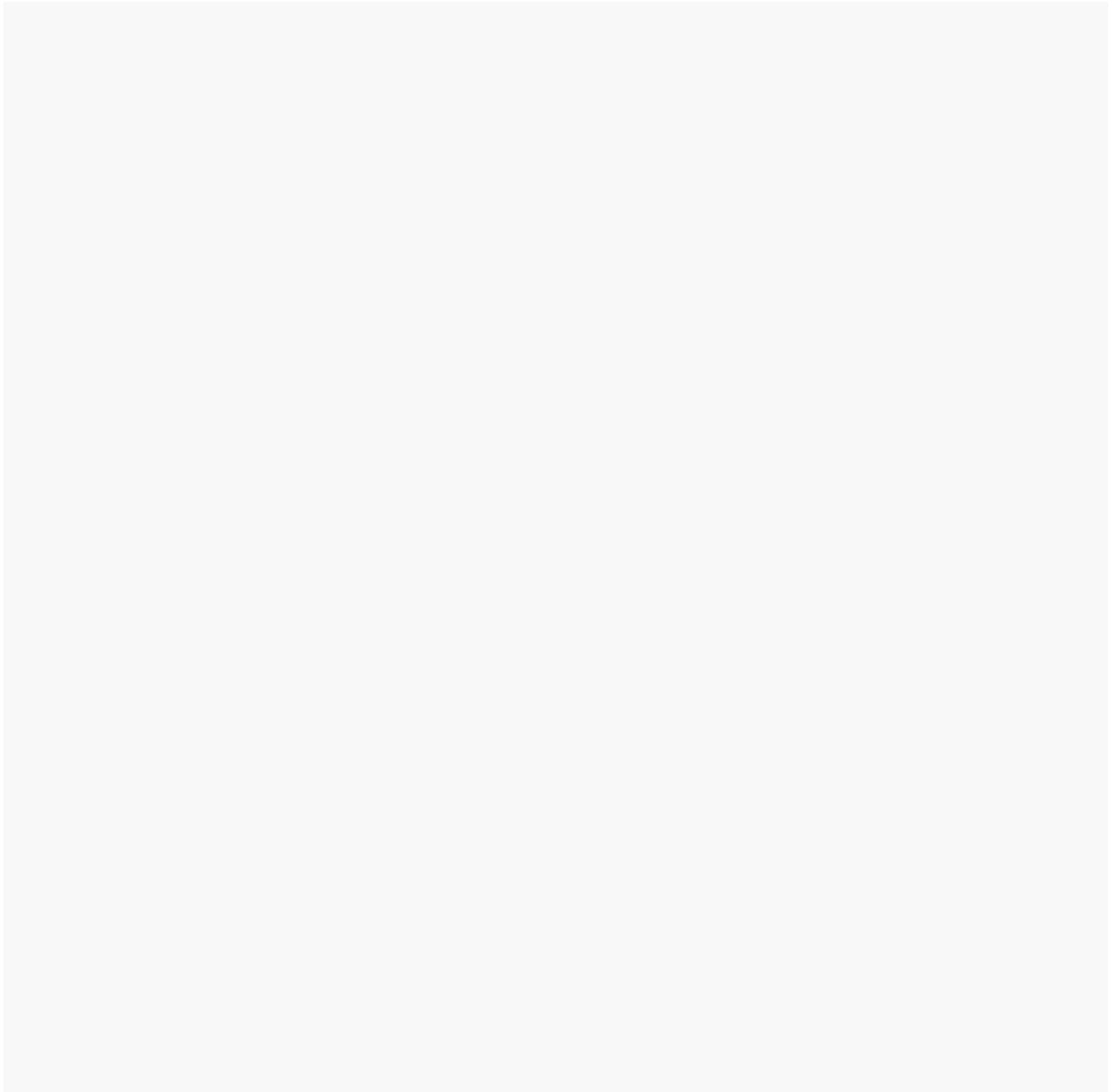
Viking was inspired by the longships used by the Norse explorers as they went out to conquer more of the world. The fragrance reflects the idea of discovery, whether physical or metaphorical.

The fragrance reflects its creator Olivier Creed's passion for the sea. The sixth generation perfumer created a woody, citrus scent that opens with top notes of bergamot, lemon and pink peppercorn with a heart of peppercorn, rose and peppermint.

Finishing out the fragrance profile are base notes of sandalwood, vetiver, patchouli and lavandin absolute.

Creed Viking is housed in a red bottle with silver accents, with the crimson color meant to evoke its passion. The hue choice was also a personal one, as red is Mr. Creed's favorite color.

The house turned to its frequent collaborator Pochet de Courval for the bottle. The almost 400-year-old glass maker included a leather-inspired etching in the shape of a Viking longship in the glass.

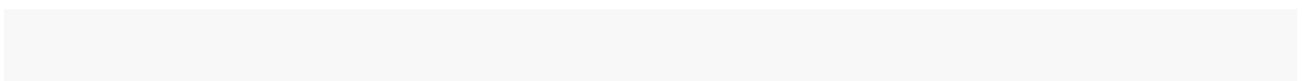


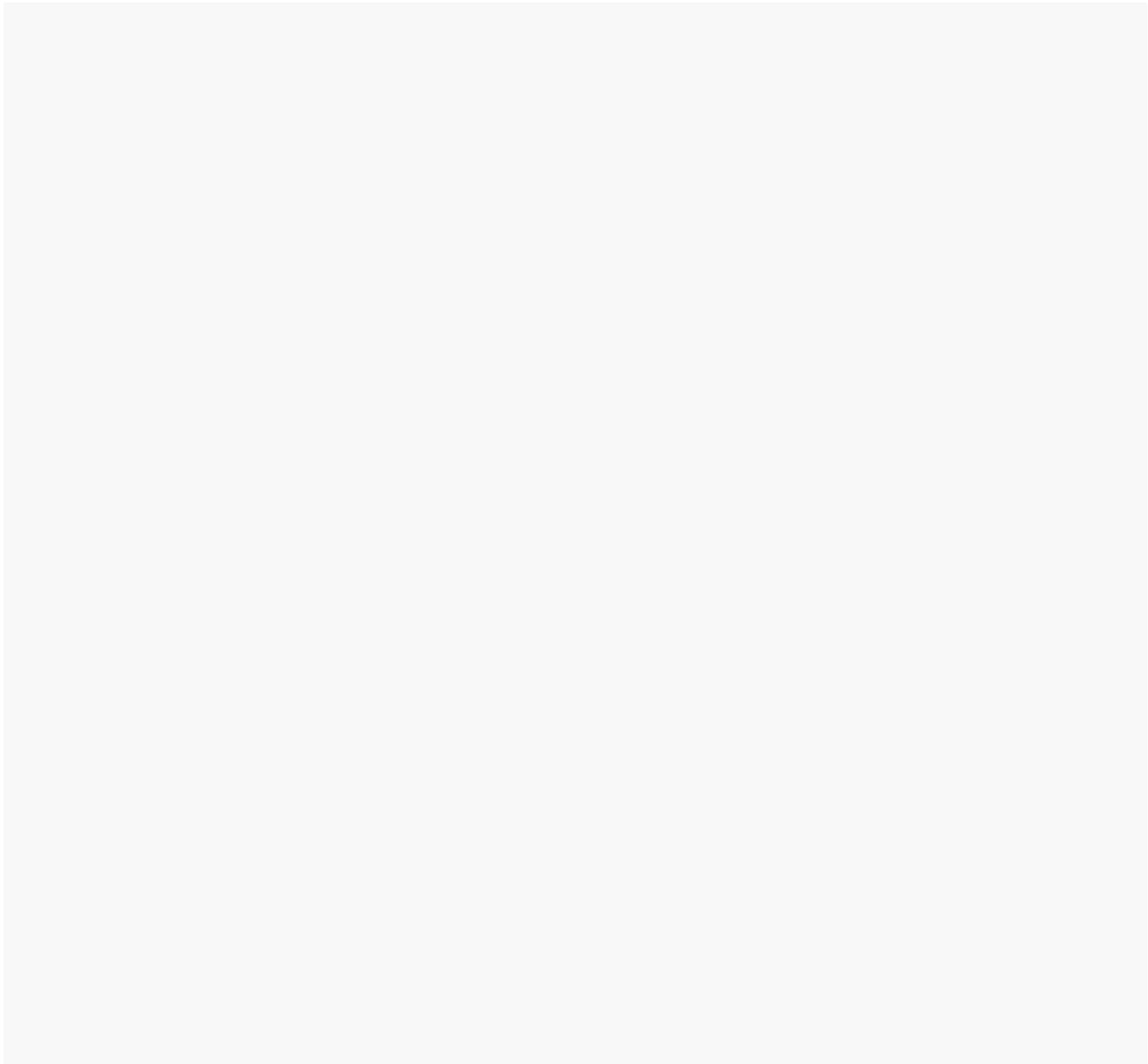
A post shared by Creed Boutique (@creedboutique) on Sep 2, 2017 at 7:17am PDT

Creed's marketing push for Viking centers on its content campaign. Through a series of blog posts featuring text and photos, "The Viking Diaries" profiles the men who traveled with the brand to Iceland.

Among the influencers is adventurer, photographer and architect-in-training Karl Shakur, who speaks about his travels. His restlessness has led him to want to see the globe, with plans to visit every country by the time he is 35.

Tennis player Grigor Dimitrov talks about his longtime affection for Creed and his path in his sport. He also explains the impact that the scent of newly opened tennis balls has on his experience on the court.





Inspired by the spirit of #CreedViking, today we debut a new series on the blog: The Viking Diaries. First up, Erwin Creed, Seventh Generation Perfumer shares how he channels the Viking spirit. Read now on the blog via link in profile. Photo by @neimanmarcus

A post shared by Creed Boutique (@creedboutique) on Sep 15, 2017 at 7:14am PDT

"Master Perfumer Olivier Creed is very passionate about the sea," Mr. Saujet said. "His inspiration for this scent was boundless exploration and the longships that the Vikings sailed as part of their thirst for discovery.

"The Viking man is constantly pushing himself and testing limits, so it was only natural to launch the product in Iceland with seventh generation perfumer Erwin Creed and a handful of male influencers who embody the Viking spirit.

"Additionally, we partnered with pro tennis player Grigor Dimitrov, who channels Viking on select VIP activations around key matches as well as unique social content."

While Viking made its official debut on Sept. 5 at the brand's boutiques and its ecommerce site, the fragrance was introduced at Neiman Marcus and Bergdorf Goodman in October. The scent starts at \$350 for a 1.7 ounce bottle.

#### Travel log

The influencer trip is becoming a popular tactic to generate content. These group excursions provide social media stars with a backdrop and narrative to share with their followers, encouraging posting through experience.

For instance, British department store Harrods is jet-setting to Italy's Amalfi Coast to share fashion and beauty

inspiration for warmer weather.

The retailer's "Endless Summer" content campaign transported six international influencers to Positano for a photo shoot centered on Tom Ford Beauty. Retailers are increasingly looking to tap the established audiences and trusted voices of influencers, asking these personalities to serve as both models and experts ([see story](#)).

A recent study from HRC Retail Advisory showed that word of mouth is still the main avenue for consumers looking for recommendations on beauty products. However, the channels in which these recommendations are delivered to consumers have shifted toward the digital world with YouTube tutorials and social media feedback, especially for the beauty industry ([see story](#)).

Taking bloggers and vloggers into account, the launch of Creed Viking also included outreach to its larger audience of enthusiasts.

"When developing the strategy for Viking, we wanted to target a new audience and did so with a laser-focus via a tiered sampling," said Thomas Saujet, co-founder and president of International Cosmetics & Perfumes. "Our online following is something that is really unique for a fragrance brand.

"We seeded samples of Viking to online fragrance advocates and Creed connoisseurs prior to the product being on counter," he said. "Along with that mailer, there was an exclusive link where their followers could sign up to receive a sample of the fragrance. We had 2,500 people sign up within the first six hours.

"With the influencer trip to Iceland, we generated over 6 million impressions and our first Facebook Live with Erwin Creed received over 62,000 organic views, which far exceeded industry averages."

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