

FRAGRANCE AND PERSONAL CARE

## Penhaligon's promotes new collection with interactive whodunit game

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*Penhaligon's Mystery Mansion tasks customers with solving a mystery. Image credit: Penhaligon's*

By DANNY PARISI

British perfume house Penhaligon's has brought a touch of classic parlor mystery to its latest campaign promotion that takes the form of an interactive detective game.

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The campaign is called Penhaligon's Mystery Mansion and tasks the players with solving the disappearance of the fictional Lord Truthsbury from his wooded estate. The campaign uses elements from point-and-click computer games to promote the brand's unique aesthetic and lure in new customers.

### Mystery mansion

The latest campaign from Penhaligon's to raise awareness of its new Portrait collection of perfumes is called Mystery Mansion and takes a unique form.

Penhaligon's has created an interactive short mystery adventure in which customers explore a lavish mansion hidden in the woods as they hunt down clues for the manor's missing lord, all hosted on a special Web site created specifically for this promotion.

At the beginning of the adventure, customers are treated to a brief animation laying out the foundation of the story, as well as the cast of suspects, which include a charming baroness, a sophisticated socialite and a curmudgeonly old man.



*Penhaligon's Mystery Mansion home screen. Image credit: Penhaligon's*

As the adventure starts, players are tasked with navigating through the mansion's many rooms, each decorated in an eccentric assortment of trinkets, works of art and furniture. The players follow a series of hints, clicking on the object that corresponds to the hint given.

As they play, customers will find clues such as a bottle of poison, a ring and a mysterious note.

Eventually, they will find the ultimate whereabouts of Lord Truthsbury and unmask the culprit from the list of suspects at the beginning.

The whole experience is animated in a jerky, 2D style while playful yet mysterious music plays in the background.

For solving the mystery, customers are given the chance to win the complete Portraits collection from Penhaligon's.

Whodunit

Computer games are not the most popular choice when it comes to marketing a luxury good.

Due to their prices, luxury goods are often the domain of older consumers who are less likely to be interested in computer games. However, this is changing thanks to the rise of mobile games.

For example, Italian fashion label Gucci is embedding its newfound iconography into consumers' memories through a gamification effort found within its mobile application.



*The list of suspects. Image credit: Penhaligon's*

Since taking the reigns at Gucci, creative director Alessandro Michele has introduced a number of motifs such as bumblebees, snakes and various types of flora that have been incorporated into his designs. Quickly becoming the house's signature, Gucci has used Mr. Michele's imagery throughout its campaign promotions to present consumers with a consistent brand image as the label undergoes an aesthetic transformation ([see story](#)).

Most recently, Penhaligon's took its social community on a fragrant adventure to illustrate its British heritage.

Through the "Scented Sightseeing" campaign, shared across its social channels, Penhaligon's has made a number of stops at British landmarks and has introduced historical figures that have influenced the creation of its perfumes. Established in 1870, Penhaligon's has a deep brand history at its disposal that can be leveraged to boost awareness and educate consumers ([see story](#)).

Its latest campaign however allows customers to participate directly with the content in an engaging and fun experience that pushes the brand forward and offers customers a chance at free perfume.

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