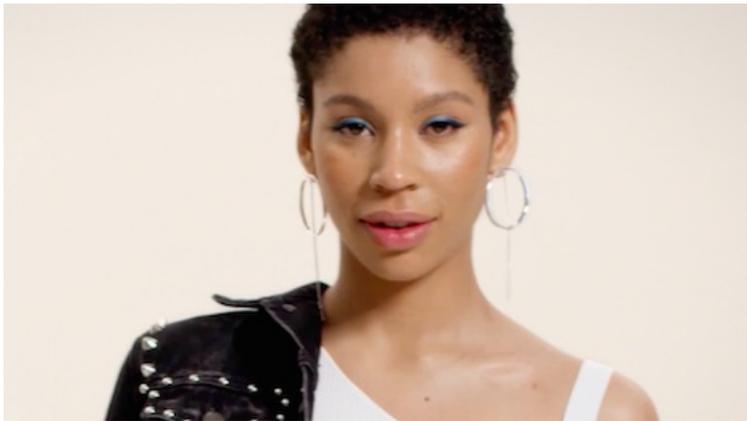


FRAGRANCE AND PERSONAL CARE

Sephora Canada celebrates local customers in multichannel campaign

August 1, 2018



The campaign highlights 16 local Canadian customers and their backgrounds. Image credit: Sephora Canada

By DANNY PARISI

Beauty retailer Sephora Canada is launching a digital campaign aimed at highlighting the diversity and openness of its country through the eyes of real people who live there.

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The brand's #WithSephora campaign includes numerous out-of-home advertising placements around the cities of Toronto and Montreal. With this campaign, Sephora's regional branches are focusing more on showcasing local concerns and taking a more intimate approach to advertising.

"The campaign is clearly succeeding on two fronts reinforcing Sephora's brand and making inclusion and diversity an everyday expectation," said Greg Portell, lead partner of retail practice at **A.T. Kearney**, Chicago. "A common marketing mistake is jumping from campaign to campaign without cohesiveness.

"Sephora's avoids the trap of being scattered by building on the momentum from earlier this year and encouraging dialog. Our data suggests consumers are increasingly more likely to look for retailers with authentic connections to their locations and causes.

"The mere connection isn't enough creative and retail execution also need to be flawless. Sephora has a track record on those fronts which increase the odds of lasting benefits from the campaign."

Local life

While based in France, Sephora's regional branches in other countries each have their own unique cultures and markets to serve.

A marketing campaign that may work in France may not work as well in the United States or in one of the other countries the beauty retailer operates in.

Because of this, Sephora Canada has rolled out a new campaign focusing on a uniquely Canadian perspective so that customers in the market can feel more intimately connected with the brand.



Elise, one of the featured people. Image credit: Sephora Canada

#WithSephora recruits 16 local Canadians from Toronto and Montreal and highlights their life experiences and how Sephora intersects with different aspects of their lives.

The campaign is appearing out in the real world, with placements including billboards and transit stations, and online in the form of digital ads on social media. These ads highlight the 16 locals along with four inspiring headlines from Sephora: We Dare, We Inspire, We Slay and We Explore.

By highlighting real-life local citizens, Sephora is reminding customers of how the brand can play an integral part of their everyday life, making them feel more confident and more authentically themselves.

Canadian luxury

Localized marketing and retail efforts can be incredibly helpful for a brand to build an audience.

For example, department store chain Nordstrom is supporting its local strategy to provide more convenience to shoppers with new locations.

Nordstrom Local is opening two new locations in Brentwood and downtown Los Angeles. The Local concept is a hub that provides neighborhoods with services such as on-site tailoring, curbside pickup, click and collect and returns in a convenient location ([see story](#)).

#WithSephora: Meet Ivory

Canada has also begun cultivating a more lively luxury scene with a number of brands opening important shops in the nation or offering country-specific marketing and retail efforts.

For instance, Swiss watchmaker Vacheron Constantin recently opened its first boutique in Canada as part of its larger expansion in North America.

The Richemont-owned brand set up shop in Toronto's Yorkdale Shopping Centre, joining brands such as Bulgari, Montblanc and David Yurman in the upscale mall. Canada has recently seen a surge in interest from luxury retail, as U.S. department stores have expanded to their northern neighbor for the first time in recent years ([see story](#)).

Sephora Canada's new campaign shows that the retailer's overall global strategy remains intact and that the retailer is committed to offering localized content for individual markets.

"The most natural way is to make diversity an everyday expectation," Mr. Portell said. "Diversity in marketing is a tough line to walk.

"The appeal of diversity is the tapestry of different looks, characters or positioning. In contrast, the power of digital marketing is the ability to personalize content and appealing directly to an individual.

"At their best, marketers maintain diversity while creating compelling offers at the individual level. Diversity is the context not the feature. For some advertisers, sparking this part of the conversation naturally fits with the brand's positioning while for others, the most effective way to highlight diversity is to actually live the concept in a way that it doesn't stand out as something special."

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