

FRAGRANCE AND PERSONAL CARE

Chanel shower gel campaign offers message of calm in the storm

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Chanel's personal care campaign. Image credit: Chanel

By DIANNA DILWORTH

Chanel is promoting a message of calm and relaxation at a time when anxious consumers are barricading themselves and wondering what will come next with the spread of COVID-19.

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The new "Les Necessaires de Chanel" campaign promotes the simplicity and calming nature of its bath and body care line, a focus on self-care that comes as many people are looking for calm amid the chaos.

"Chanel's promoting of its body soaps is an appropriate and well-thought out marketing position for their brand to focus on during these uncertain times," said Rebecca Miller, founder/principal of Miller&company, New York.

"Consumers are feeling paralyzed, not knowing what their future looks like from many facets," she said. "Chanel understands this fear and has elected to show compassion and restraint by communicating to its clients that they are concerned and empathetic offering a product that provides a key component for helping to contain and control the spread of disease: cleanliness."



Chanel's personal care campaign. Image credit: Chanel

Back to basics

In the current climate, brands must share messaging that is sensitive to the current mood, and Chanel's campaign delivers.

"Nothing is useless," says the campaign, which runs in email and social media. "Everything is necessary. Each detail that transforms the ordinary is a necessity. Discover the range of scented bath and body care from Chanel."

Offering calm ways to keep a body clean during a global pandemic may give some loyal fans comfort.

Consumers are not thinking about their spring make-up or seasonal looks for eggs hunts – these events have been cancelled.

Instead, people are locking down and loading up on hand sanitizer and soap. What could be more soothing than Chanel's body wash and hand lotions at a time like this?

"Moments of tranquility, of relaxation, or even a brief escape, help bring clarity to any situation, especially those that have created uncharted stress and anxiety," Ms. Miller said. "Water, another calming element, is the supporting actor in this play.

"A sense of freshness shower gel. An airy texture. A light gesture. A moment of vitality," reads the campaign.

The effort promotes "The Art of Relaxation." The bath soap has "A creamy texture. An ultra-sensorial gesture. A moment of tranquility."

The body lotion is "a delicate choice" being promoted for its "fluid texture," "soft gesture," and "a moment of pleasure.

These words offer relief at a time of high anxiety when consumers are being quarantined and locked down.

The idea of turning their home bathrooms into luxury spas is an escape most consumers will appreciate.

"The strategy behind the messaging is to evoke calmness, an unobstructed moment that is not complex in nature, but intended to offer respite," Ms. Miller said. "The simple act of washing one's hands or taking a shower, reminds us to do all we can for the good of our own health and that of others.

"This understated messaging speaks well of the brand and demonstrates the brand's respect for the human condition, the global impact the COVID-19 virus has inflicted upon us and its intent to remain committed to authenticity," she said.



Chanel's personal care campaign. Image credit: Chanel

Neutral hues

The effort is subdued, a departure for a brand that is known for its glamour and glitzy edge. The suggests that the company is aiming to be more respectful and contemplative in the current situation.

By comparison, last fall Chanel ran an Instagram campaign with fragrance ambassador Margot Robbie to promote a new fragrance, Gabrielle Chanel Essence.

Ms. Robbie was the face of the new fragrance just as her film "Once Upon a Time in Hollywood," by director Quentin Tarantino hit theaters ([see story](#)).

The effort to embody its namesake founder in a fragrance, kicked off when actress Kristen Stewart served as the face for the previous scent ([see story](#)).

Future Messaging

Expect future campaigns to stay soothing and calm, as consumers look to the brands they love to make them feel better.

"Consumers want to know that brands care," Ms. Miller said. "And that they care about issues that go beyond the bottom line in times of crisis.

"They need to be respected and supported through thoughtful, meaningful, almost non-commercial communications," she said. "Brands have a rare opportunity to support their clients by helping them navigate through these difficult times. Language is key. Visual, written and spoken must all emulate understanding.

"Brands must avoid any messaging that does not place the consumer first. They need to remain vigilant and focused knowing that when they show genuine empathy, the gesture will be reciprocated in the form of loyalty."