

INTERNET

Chanel amps digital strategy with Facebook app, microsite

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By RACHEL LAMB

French fashion house Chanel is boosting its digital presence with a brand history microsite and a photo booth-anchored Facebook application to engage a wide breadth of consumers.

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Chanel is using information from its Culture Chanel exhibit in Beijing in an interactive Web site that teaches consumers about the brand and offers interactive games. Also, the brand just released a photo booth app that revolves around the Chanel Rouge Coco Shine lipsticks.

“In today’s luxury market the brand, above all else, is what matters,” said Ron Schott, senior strategist at Spring Creek Group, Seattle. “Products may come and go, but brands are what people buy, brands are what they want to be a part of.”

“As affluent shoppers move to the digital space more and more, it makes sense for Chanel, one of the most-recognizable brands around, to move with their audiences and these new endeavors are a way to do that in a way that is distinctly Chanel,” he said.

Mr. Schott is not affiliated with Chanel, but agreed to comment before press deadline.

Chanel declined comment for this article.

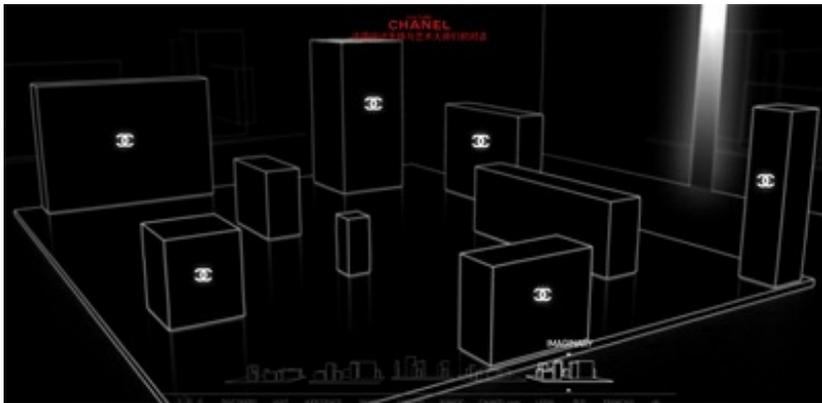
Different cultures

The first part of Chanel's digital marketing is its Culture Chanel Web site found at <http://www.culture-chanel.com>, which is run in conjunction with its physical museum in Beijing.

The physical exhibit is in the National Art Museum of China Nov. 5-Dec. 13. It moved from its place in Shanghai's Museum of Contemporary Art where it resided Jan. 15–Mar. 14 ([see story](#)).

The microsite features the brand's heritage and iconic Chanel products, where visitors can engage in crafts and games and fully immerse themselves in the brand's world.

Another component of the exhibit is split into five sections: invisibility, origin, abstraction, imaginary and liberty.



Culture Chanel Web site

Clicking on the base of each section gives a general description of the entire component and how it relates to the brand's heritage, history and present-day initiatives and inspirations.

Each section also has two or three interlaced Cs, the brand's logo. Clicking on any one of them brings consumers more in-depth information on the particular component's subject.

This component of Chanel's digital marketing connects consumers with branded history in an interactive setting and even acts as an additional educational supplement for consumers who had the chance to visit the exhibit in Beijing.

Sparkle and shine

Meanwhile, Chanel also launched a photo booth Facebook application that centers on the brand's lipstick line.

Consumers with Webcams can pose for a series of four photographs, decorate them and share on their Facebook walls. They are then instructed to pick a tint, and a selection of words including "boy," "aventure," "liberte" and "monte carlo," which go on their picture.

ROUGE
COCO
shine



Final product of the Chanel photo booth app on Facebook

Users are encouraged to share the pictures on their Facebook walls and visit the Chanel site at <http://www.chanel.com>.

Chanel works its product in the app by offering a video of the collection, additional content and a color palette of the lipsticks.

This part of the brand's online marketing is important as well since it interacts with consumers on a more playful level, but still incorporates products and a chance for an ecommerce transaction.

"The Facebook initiative itself is a great campaign that puts users front and center in the Chanel brand experience," Mr. Schott said. "Through the photo booth, they become part of the brand they identify so much with – they are now part of Chanel.

"I think the sharing part of the campaign could be executed a bit smoother," he said. "What I'd like to see, rather than just sending the photos to the wall would be the chance to pick three friends to make a collage with – so that it's the user and three of their friends.

"That encourages others to take part in the campaign and just spreads it further."

Final Take

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