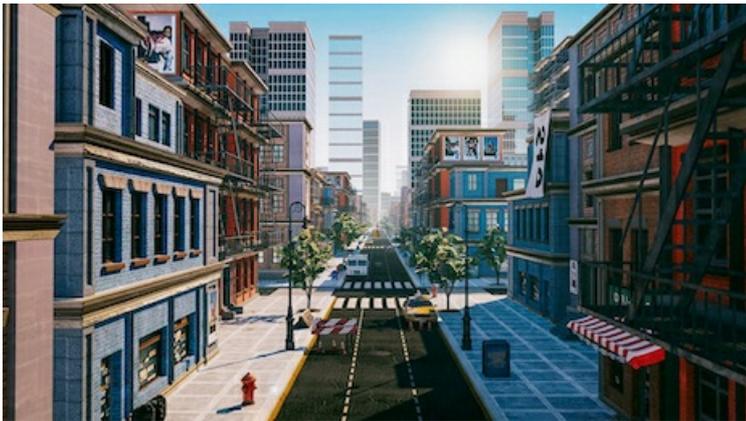


FRAGRANCE AND PERSONAL CARE

Carolina Herrera makes gamification push with interactive fragrance campaign

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Carolina Herrera is taking consumers on a virtual skateboarding journey as part of a fragrance launch. Image credit: Carolina Herrera/B-Reel

By SARAH RAMIREZ

U.S. fashion label Carolina Herrera is celebrating youthful freedom with a digital and interactive campaign for its newest fragrance release.

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As part of its promotional efforts for the new 212 Heroes fragrance for men, **Carolina Herrera** has released a spirited campaign film and complimentary online game, both set in New York City. The interactive campaign was developed by creative agency B-Reel, which became the label's digital agency of record in 2020.

"The campaign reflects the 212 fragrance family within the Carolina Herrera universe this is the most experimental part of the brand," said Roger Pal, managing director at **B-Reel**, Barcelona. "It's driven by a sexy, urban appeal but still rooted in refinement and elegance.

"212 Heroes is the latest evolution within this fragrance family; it pays tribute to street culture and the youthful spirit, freedom and authenticity of today's generation," he said. "This is being experienced throughout all the campaign elements, including the game, AR experience and the campaign site."

Forever young

Carolina Herrera first launched its 212 fragrances, named for Manhattan's area code, in the 1990s.

This spring, the brand introduced 212 Heroes, a masculine eau de toilette with notes of ginger, pear, sage, geranium, leather and musk. The fragrance comes in a glass and chrome bottle in the shape of a skateboard, putting an urban and adventurous spin on the collection.

Actor KJ Apa leads a diverse cast for the 212 Heroes campaign film

A campaign film stars KJ Apa, best known for his role as Archie on the television series "Riverdale." The New Zealand-born actor is joined by other models and influencers, many of whom are Gen Z, including Indya Moore, Taylor Hill, Jorge Lpez and Sita Abelln.

As a cover of the Alphaville song "Forever Young" by Australian rock band Youth Group plays, Mr. Apa begins

exploring Manhattan at night by skateboard. A montage follows, showing the group friends enjoying adventures across the city dancing, skateboarding and hanging out on rooftops.

The film ends with the phrases: "we ride, we roll, we rule."

"The main inspiration [for the campaign] was the product itself: it pays homage to the inner hero,' the powerful youthful zest of a generation of consumers that defy conventions and fight for what they stand for," Mr. Pal said. "The game also mirrors elements of the campaign video, bringing the daring world of 212 Heroes to life in 3D by taking players on a journey through the streets of New York atop a skateboard of their choice."

"Skate Heroes" is available on both the mobile and desktop versions of the Carolina Herrera site and does not require a third-party download, making for easy playability.

After selecting their own 212 skateboard, players navigate the Manhattan streets and skate around or jump over obstacles such as taxi cabs, hot dog carts and traffic cones. Users earn points by collecting stickers and 212 bottles until they win by scoring 212 points.



In a touch of worldbuilding, the Skate Heroes game includes digital out-of-home advertising for Carolina Herrera and the 212 Heroes fragrance. Image credit: Carolina Herrera

The game has also been adapted as an in-store experience, as shoppers can use QR codes or in-store iPads to virtually skate through New York.

There is also an augmented reality component, allowing consumers to use their smartphones to see a 360-view of the 212 Heroes skateboard bottle complete with mini virtual skateboarders around it.

Finally, the campaign's microsite features additional imagery from the film as well as more information about its diverse cast. Many of the images are shoppable and resemble the format of Instagram Stories.

Glamour meets gamification

Gamification and interactive campaigns are becoming more prominent among luxury brands, as these high-end labels look to engage with younger consumers.

B-Reel previously worked with Carolina Herrera to introduce a game component to its 2020 holiday effort, prompting online shoppers to spin a roulette wheel as part of an interactive gift finder. The "212 Heroes: Forever Young" campaign builds off of that earlier concept.

"There are too many distractions out there nowadays and to differentiate against the many standard' ecommerce experiences, we wanted to explore a number of interactive digital engagements for the launch of the fragrance," B-Reel's Mr. Pal said. "The goal was to not only draw consumers to the 212 experience, but to increase time spent with the brand, and ultimately increase online sales of the product.

"This is even more crucial when targeting a younger audience, which is the case for the 212 family," he said.

According to a recent report from B-Reel, digitally-savvy brands widened the gap between more hesitant luxury labels by experimenting with gaming. Online mentions of luxury and gaming grew by 118 percent year-over-year, when comparing changes from 2019 to 2020 and 2018 to 2019 ([see story](#)).

While luxury brands may have initially been hesitant about experimenting with gaming and virtual influencers, these avenues offer marketers a way to build and maintain relevance with younger consumers. Brands including Louis Vuitton and Prada were relatively early adopters to gaming, while Burberry, Gucci and Valentino are among the

luxury labels most consistently engaging with the medium today ([see story](#)).

"Heritage is such an important pillar for luxury brands, yet most of the big fashion houses have already realized that having a legacy doesn't necessarily mean that they have to stick to traditional methods in all fields; rather the opposite," Mr. Pal said. "The combination of old heritage with a modern take on the interactions with their clientele is what sets brands for success.

"High technology has slowly become a sign of luxury itself."

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