

MOBILE

Stella McCartney debuts fragrance through 360-degree geo-targeted campaign

January 30, 2012



By RACHEL LAMB

British label Stella McCartney is introducing L.I.L.Y, its first fragrance in almost a decade through a mobile application, Web effort and partnership with London-based department store Selfridges including augmented reality, video and user interaction.

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Stella McCartney will debut the fragrance via the Aurasma augmented reality app where consumers can use their smartphones or Selfridges-provided iPads to access content. There are also two televisions in the windows that change content and video based on passer-by motion.

"The concept for the campaign was to immerse London and the U.K. in the world of Stella McCartney's new fragrance, L.I.L.Y, with the starting point being the three-week global exclusive at Selfridges," said Emmet Shine, founder and president of Gin Lane Media, New York.

"We wanted to combine the creativity and reach of digital, with the tactile experience of in-person events," he said.

Gin Lane Media headed this campaign for Stella McCartney.

Reality check

Selfridges provided three iPads in-store for consumers who do not have smartphones to use the augmented reality apps that are activated in Selfridges.

Consumers are able to watch and interact with campaign videos with a touch-responsive “reveal” effect.

Users are able to create and share collages made from the campaign through Twitter, Facebook and email. Along with that, there are unique Instagram formats to enhance the user mobile experience.

British consumers not located in London can create and submit collages on the Stella McCartney Facebook page at <http://www.facebook.com/stellamccartney>.

The app will also use geo-targeting when a consumer is in the Selfridges area that will activate the interactive tab on the app.

When consumers are actually in-store, they can use the app on their smartphones or the provided iPads to activate a 3D display of a behind-the-scenes video or a large animation of the L.I.L.Y bottle.

The brand also created an interactive wall that detected motion and distance on the outside of Selfridges. Passersby could control the content on the wall.

“The interactive window display on Oxford was technically extremely hard and is unique,” Mr. Shine said. “Using two 85-inch LCD screens, two hacked Microsoft Kinect sensors, openFrameworks and a combination of hardware, we were able to build a window that takes passers-by motion on the street to live-time alter, edit and change between two custom created L.I.L.Y videos playing.

“When we were installing the window the night before opening, passers-by were stopping by and dancing in the street in front of the windows watching their silhouettes edit the video,” he said.

Full-circle marketing

Quite a few luxury marketers are using Aurasma technology in a variety of platforms.

For instance, to promote the new Karl by Karl Lagerfeld collection, Net-A-Porter used Aurasma to let consumers scan and shop looks from a window display in New York last week ([see story](#)).

Additionally, Alfred Dunhill is using Aurasma technology for its Voice campaign that allows consumers to hold their mobile device in front of an Alfred Dunhill print or out-of-home ad to animate them and play a video ([see story](#)).



Theater director Michael Grandage for Alfred Dunhill's Voice

Ultimately, brands should strive to be on the same platform as their customers, and then some.

“Real 360 degrees is being in the hands of a user anywhere at any time, in person, to online to a combination of both,” Mr. Shine said. “After the U.K., we are helping to roll the campaign out to select countries across Europe, then globally and finally bringing it to the U.S. in late fall, which we are really excited for.”

Final Take

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