

INTERNET

Dior intros Addict line with all-encompassing social media sell

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By RACHEL LAMB

Fashion label Christian Dior is introducing its Dior Addict fragrance line through a comprehensive social media push that includes a Facebook application, four social videos and a Twitter hashtag campaign to push the upcoming “Addict to Love” film.



The brand could be using social media to tap aspirational consumers who inhabit Facebook and Twitter and who are more likely to be able to afford a fragrance rather than Dior couture. Moreover, Dior is linking in multiple social media feeds to increase reach.

“This is actually a really great use of Facebook's application platform,” said Ron Schott, senior strategist at [Spring Creek Group](#), Seattle. “Dior has created a very interactive campaign here that melds video and social incredibly well.

“The strategy here seems to be all about sharable experiences,” he said. “The whole experience of using the application to find the right station is definitely interesting and the resulting video is interesting enough where fans will want to share with friends.”

Mr. Schott is not affiliated with Dior, but agreed to comment as an industry expert.

Dior declined comment.

Addicted to love

The Dior Addict Facebook app hosts much of the campaign.

The app consists of a game where consumers have to find the “Dior Addict Frequency.”

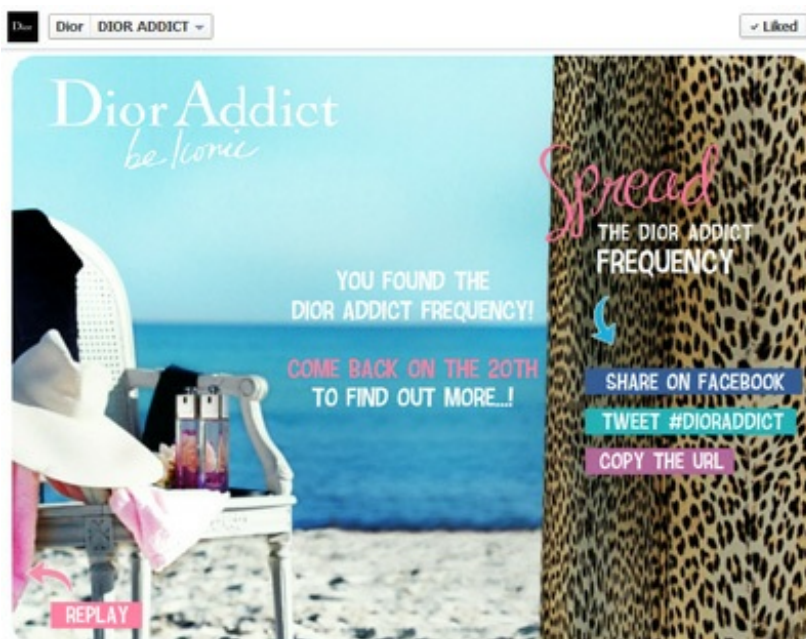


Tuner on Dior Addict game

Users click and drag an old-fashioned radio bar until they find the correct radio frequency. When they find it, a campaign video for Dior Addict plays.

This acts as a teaser for the full “Addict to Love” film set to come out June 20.

At the end of the animation, consumers are encouraged to share on Facebook and Tweet about the campaign using the hashtag #DiorAddict.



Sharing encouragements

They can also share the URL with friends and re-configure the tuner bar to re-watch the video.

Dior is further hyping the upcoming movie through four 10-second videos on its Facebook page.

Each clip shows a young lady named Daphne as she hangs out on the beach and strolls through town.

One of the film teasers

Teasing the film acts as a way for Dior to get consumers to come back to the social media site when Addict to Love is released, and to build loyalists in the progress.

"I think social video works well for nearly any brand, so long as they can bring the feeling of the brand into the video," Mr. Schott said.

"Viral video is not something that most brands can do, but most brands can create videos that are engaging and sharable, like this one," he said.



Still of the Dior film

Social sharing

Dior could be using its social media page to target younger, affluent consumers.

These shoppers may not be able to buy a Dior handbag or apparel, but could feel like they are part of the brand through purchasing Dior Addict fragrances.

Through video, consumers are able to see the Dior lifestyle in a way that incorporates both sight and sound.

“One of the reasons people buy something like cosmetics and fragrances is because they want to feel the way the product or brand makes it seem like people who use them feel,” Mr. Schott said. “That feeling, that attitude, is something that clearly comes across in video far more than in print.”

Dior often uses social video to spread awareness of specific lines.

For example, it launched a new short comedy film called L.A.dy Dior Hollywood starring brand ambassador Marion Cotillard that shows a creative side to the brand while featuring its new handbag line ([see story](#)).

In addition, Dior pushed its new jewelry line in a two-part video series featuring a candid conversation with the collection’s model that the brand is sharing via a microsite and social media ([see story](#)).

Since Dior has incorporated other social elements into the campaign, it is likely to spread without the brand looking like it is trying too hard.

“The application dynamics and development are incredibly well done,” Mr. Schott said. “The sharing is easy, but unobtrusive, which makes it all the more likely that users will share the experience.

“It is that sharability that takes a campaign's reach and extends it deeper and deeper into the social graph,” he said. “The key to using social video is knowing your audience and giving them engaging, interesting content that they will want to watch, share and talk about.

“I think Dior has done just that.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York