

PRINT

Chanel stands out among swarm of beauty ads in Vogue

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By ERIN SHEA

Many high-end beauty brands took out advertisements in the May issue of Condé Nast's Vogue, but Chanel's placement sticks out among the rest.

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The 318-page issue contains many beauty and fragrance marketers such as Estée Lauder, Lancôme, Dolce & Gabbana, Christian Dior, Viktor & Rolf, La Mer, Givenchy, Ralph Lauren, Chloé, Marc Jacobs, Prada and others. With so many fragrance and lifestyle placements, advertisers need to find a way to stand out in large magazines such as Vogue.

“Before the emergence of fragrance strips on the advertising market, brands only offered samples in department stores,” said Leane Brenes, creative director at [Brenes Co.](#), New York.

“Scent strips gave fragrance companies a broader reach by enabling women to test their product when flipping through the pages of their favorite magazine,” she said.

“A multi-sensory experience, appealing to both consumers’ sense of sight and sense of smell can create an association between their scent and a beautiful image that visually represents the essence of their product.”

Ms. Brenes is not affiliated with Vogue, but agreed to comment as an industry expert.

Vogue, which did not respond by press deadline, has a total average circulation of 1,222,323 readers with a median household income of \$69,447.

Competing for space

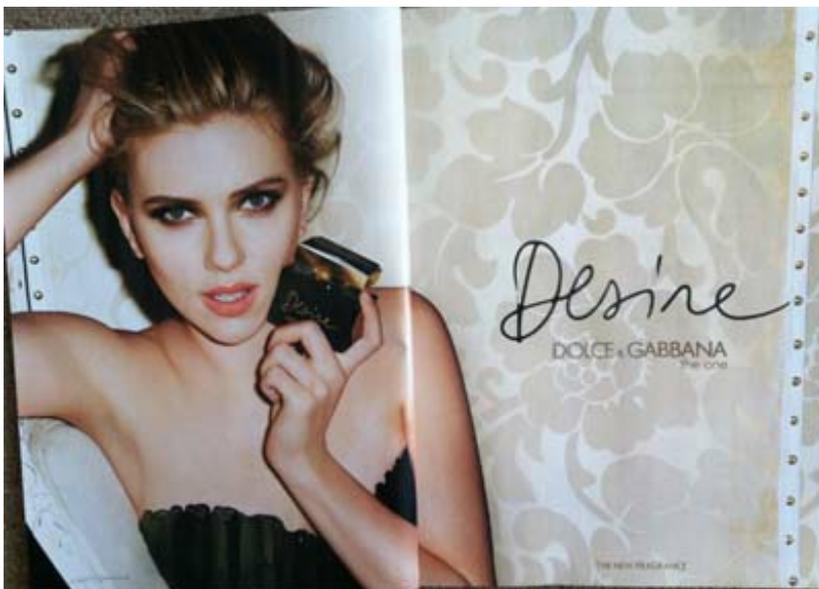
Many fragrance marketers packed the pages of Vogue's May issue. Other advertisers included those that are frequently seen in the pages of spring magazines.

Lancôme took the inside cover with a tri-fold ad for its eye makeup.



Lancôme tri-fold ad

Front-of-book advertisers are Dior, Prada, Estée Lauder, Gucci, Fendi, Miu Miu, Dolce & Gabbana, Marc Jacobs, David Yurman, Chanel, Tiffany & Co., Miss Dior, Viktor & Rolf, La Mer, Bulgari, Givenchy, Louis Vuitton, Cartier, Ralph Lauren Romance, Fendi and Bottega Veneta.



Dolce & Gabbana's Desire fragrance

Lancôme's placed four pages in the front of book in addition to its tri-fold ad on the inside cover.



Lancôme ad

Chanel's four-page ad for its Sublimage anti-aging skincare treatment comes between editorial content, which will likely draw more attention to the ad. Also, it is the only one printed on ultra-thick glossy pages.



Chanel Sublimage ad

Gemfields, Chloé, Alexander McQueen, Jimmy Choo, Marc Jacobs, Van Cleef & Arpels, Prada, Valentino, Swarovski and Porsche Design placed ads between editorial content.



Prada's Candy fragrance

Feature stories in this issue covered actress Carey Mulligan and her upcoming role in "The Great Gatsby" film, painter Julie Mehretu's new gallery show, Alec Baldwin's Broadway role, Los Angeles' design firm Commune, rebel-chic fashion and spring fashion.

Ralph Lauren takes the back cover with an advertisement for its Soft Ricky Bag. The label has shown off its collection in a variety of magazines this spring ([see story](#)).

RALPH LAUREN

The Soft Ricky Bag



RALPHLAURENCOLLECTION.COM

NEW YORK BEVERLY HILLS DALLAS CHICAGO BAL HARBOUR GREENWICH

Ralph Lauren ad

Since *Vogue* attracts many luxury brands, advertisers have to compete against one another to make sure readers are noticing their ads. Chanel made sure it stood out with its *Sublimage* ad.

“Appearing in *Vogue* instantly offers a brand a special cachet while positioning them in the public mind among the most luxurious and high-end brands in fashion and beauty,” Ms. Brenes said.

“In order to stand out, it is important for marketers to make sure that something differentiates their ad from others, whether it is texture, size or smell,” she said.

“For example, Chanel *Sublimage La Crème* created a disruption in the flow of the pages of this issue with texture by using a high-gloss finish that showcases their product in a heroic way.”

Stimulating the senses

Many fragrance marketers use their scents to show off their product to consumers who are paging through the magazine.

Giving consumers an example of what the fragrance smells like could encourage them to

purchase the product.

However, not all consumers enjoy a magazine filled with advertisements offering scent testers.

“Some readers do not approve of the intrusive marketing techniques, complaining to magazines that it is a gratuitous sensory assault that distracts from the content of the magazine, which they think should stay visual only,” Ms. Brenes said.

“In the 1980s, when scent strips were overused this kind of negative backlash was a real concern,” she said. “However, nowadays marketers have become smarter about how and when to use them.

“We are even seeing scented pages in creative as luxury products continue to find ways to grab the consumer’s attention since smell still remains a successful interactive tool for print.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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