

MOBILE

## Givenchy ups mobile traffic via product QR code

May 9, 2013



By ERIN SHEA

French fashion house Givenchy is seamlessly connecting consumers to its mobile-optimized site and Le Rouge campaign through a QR code on lipstick packaging.



The brand placed a QR code on the box of its Le Rouge lipstick that leads consumers to its mobile site where they can discover more about the product and the campaign. High-end beauty marketers should look to incorporate similar touch points so that customers can become further engaged with the brand.

“QR codes have become the ultimate tool of engagement,” said Laraine Hart, director of marketing and social media at [Red Fish Media](#), Miami, FL.

“Putting a QR code on a product like this allows consumers to interact with the brand, drives traffic to the brand’s site and provides additional product information without cluttering the package with too much text,” she said.

Ms. Hart is not affiliated with Givenchy, but agreed to comment as an industry expert.

[Givenchy](#) did not respond by press deadline.

Connecting the dots

The QR code is on the side of the lipstick box. The code has the brand's logo in the middle.



*Le Rouge box*

Scanning the code takes users to Givenchy's mobile-optimized site with more information on Le Rouge products.



### *Mobile site*

Consumers can browse images and videos from the campaign, view stores and promotions, find shades of the lipstick, read a description of the product and learn how to properly use it.



### *Product shades*

The site also allows consumers to browse the rest of Givenchy's products and find a nearby store.

By adding the additional branding to the QR code, Givenchy was able to personalize the effort.

Branding a mobile bar code can help it stick out to consumers and further promote brand recognition.

"Givenchy took its QR code one step further by branding the code with its logo," Ms. Hart said.

"However, brands need to be mindful of the placement of the QR code on the packaging," she said. "If the code is too small, it will affect the consumer's ability to scan it.

"This can cause frustration and an unpleasant user experience."

Seeing red

Givenchy has been promoting its Le Rouge campaign on a number of different platforms. The brand bolstered the campaign through a branded social video that features apparel and beauty products.

The “Le Rouge Givenchy” video brings the focus to the label's campaign for approximately 90 seconds. The video was shared across Givenchy’s social media accounts ([see story](#)).

By using the QR code to connect the product with the campaign itself, Givenchy is getting its customers involved in the brand experience.

“Givenchy’s QR code adds value to the brand and the product,” Ms. Hart said. “It provides relative content and useful information while actively engaging the consumer and increasing traffic to its site.

“It’s a win-win situation for the brand,” she said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/yYVk52waozY>

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.