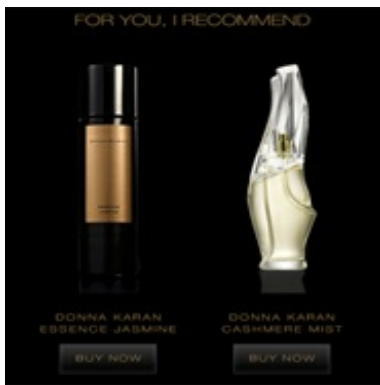


INTERNET

## Donna Karan aims for fragrance sales via social personality quiz

May 14, 2013



By ERIN SHEA

U.S. label Donna Karan is aiming for fragrance sales through a social quiz on the brand's Facebook page that finds the best scent based on the consumer's personality.

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The Scent Finder Facebook application guides consumers through a seven-question quiz to find a fragrance that matches your personality or another's personality. Since fragrance marketing can be difficult without the sense of smell being involved, this quiz allows consumers to get a feeling for the fragrance without going to a physical store.

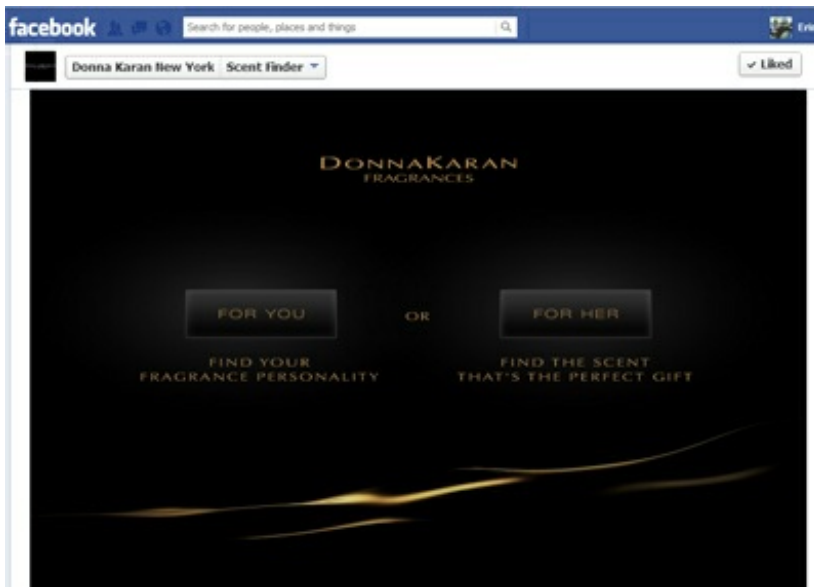
"We want to introduce new and innovative channels that introduce fragrance to the consumer," said Annette Williams, executive director of global education at [Donna Karan Fragrances](#), New York.

"Social and digital mediums provide perfect venues where we can engage and interact with the consumer while creating an exciting emotional connection," she said.

"This high-tech consumer experience brings the fragrance buying encounter into the world of emerging technology while conveying the magic and emotions of a scent in a personalized way."

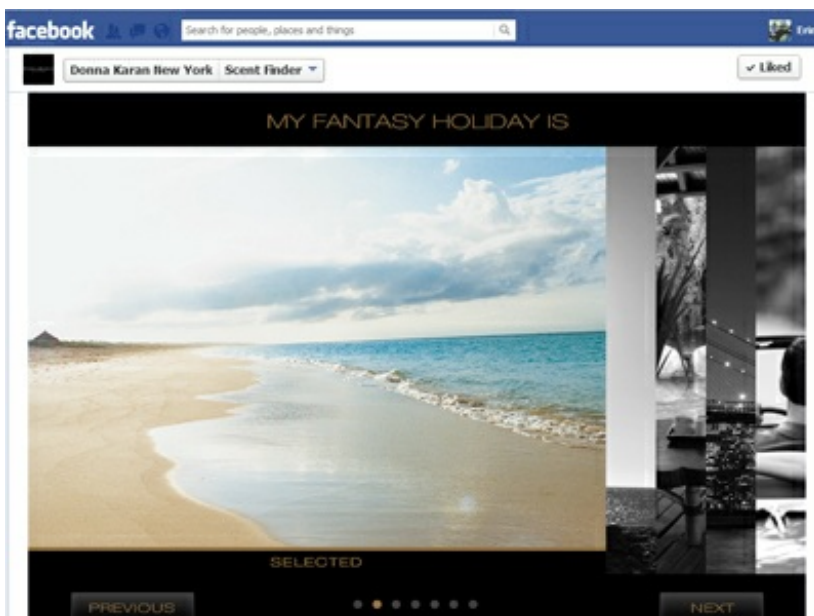
Find a fragrance

Consumers can access the Scent Finder quiz through Donna Karan's Facebook page, where they can take the quiz to find a fragrance for themselves or for someone else.



### *Quiz start page*

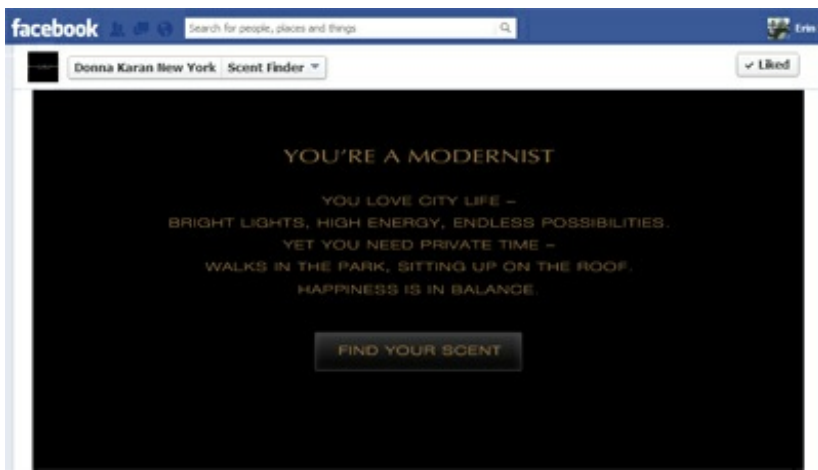
Selecting the “For you” quiz, asks consumers to choose certain images to answer questions about their own personalities. The quiz asks consumers to choose things you cannot live without, your fantasy holiday, your favorite culinary treat, your favorite texture, what music you listen to, how you want your fragrance to make you feel and your favorite scent.



### *Fantasy holiday question*

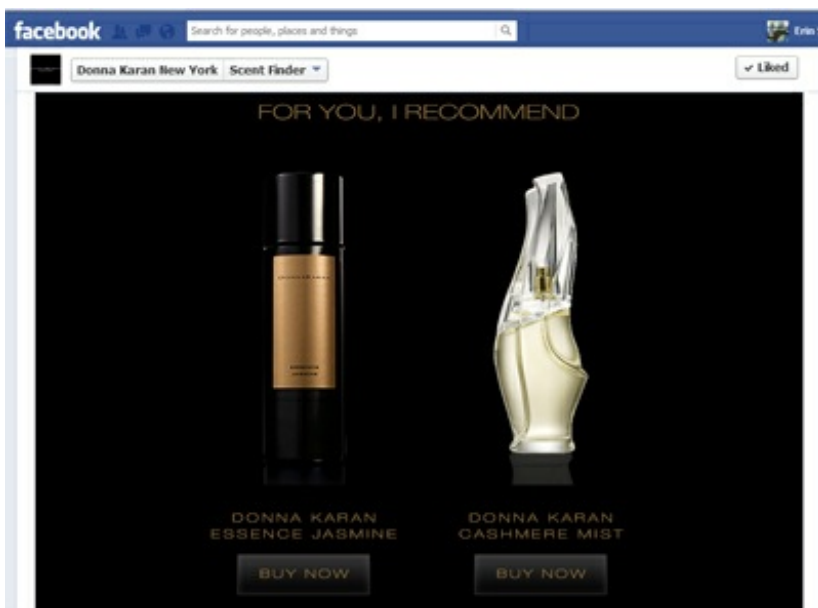
The “For her” quiz asks the same questions, but asked in a way that is structured for another person.

After consumers answer the questions, they are then presented with a certain personality type that is generated from the answers.



### *Personality results page*

Then, consumers can click on “Find her scent” or “Find your scent” to see which fragrances were chosen based on personality.



### *Fragrance results*

The scent recommendations allow consumers to read a description of the scent, buy it online, share the results through Facebook, Twitter or Pinterest and browse other Donna Karan fragrances.

Since fragrances can be difficult to market without giving a scent tester, an online personality quiz could help consumers select a fragrance for themselves or someone else based on emotions and personality.

"For a fragrance, this tactic seems like a great fit," said Lauren Owen, project manager at [Blue Moon Works](#), a Denver, CO-based digital marketing agency.

"Without the ability to smell a product, it's important to paint a mental image of the emotions and sensations that a fragrance can elicit," she said. "A quiz about lifestyle and behavior is a great way to turn the intangible element of a fragrance into a more defined and understandable product.

"The feeling of reassurance that the product is a good fit is important and the Donna

Karan quiz helps to provide that in a brand appropriate way."

## Personalized products

Donna Karan previously used other social tools to promote its products.

For instance, the brand pushed its Donna Karan New York, Modern Icons and Casual Luxe collections via a seven-question style quiz that matches consumer shopping habits to one of the label's lines.

Donna Karan encouraged its social media fans and blog readers to take the Seven Easy Questions Style Quiz on Facebook to find out which of three collection suits them. Also, the brand offered a gift-with-purchase code to use on the Neiman Marcus ecommerce site after completing the quiz ([see story](#)).

In addition, the label targeted fashion-minded fans via a Facebook app that allowed users to follow the creation of the brand's dresses from start to finish.

The Atelier Facebook app gave brand enthusiasts the opportunity to learn more about their favorite dresses from Donna Karan. Each dress was able to be traced from the moment of inspiration to its debut on the red carpet on a step-by-step basis ([see story](#)).

These social media promotions can help the brand reach more consumers than just its followers and are likely to drive online purchases.

"The Donna Karan quiz has a prominent link to buy the product that you've been matched up with, which is essential to make the most of this investment," Ms. Owen said.

"If a shopper was moved by the quiz and feels strongly that the scent is a match, making it as quick and easy for them to find and buy the product is key," she said.

"And for those not yet ready to buy, the ability to share your results with friends is crucial to helping the quiz reach new audiences virally."

## Final take

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

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

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