

INTERNET

## Guerlain maintains interest for fragrance with on-site reward system

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*Guerlain's La Petite Robe Noire cartoon*

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By JEN KING

French perfumer Guerlain is building exposure for its La Petite Robe Noire fragrance with a digital effort that combines consumer interaction and personalization.

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**Luxury Daily**

Guerlain's La Petite Robe Noire "Glamourometer" initiative is similar to a reward-based campaign where the consumer is rewarded as she interacts with the Web site. Interaction allows the consumer to feel that they are part of the brand's lifestyle and will likely result in repeat visits, especially if a prize is offered.

"With Twitter, Facebook and multiple sharing opportunities built into the experience, La Petite Robe Noire is likely to have a social media moment that will clearly spill over to the Guerlain cognoscenti to new audiences," said David Benattar, CEO of [Antebellum](#), a New York-based digital and creative agency. "Guerlain made a great use of its Parisian legacy throughout the branding and animation.

"Smart gamification is about micro-rewards and status recognition," he said. "It helps maintain the level of excitement throughout the brand experience.

"We like the Glamourometer idea, although in this case we are falling in between

gamification and direct promotion. In other words, we may have wanted a more subtle or ludic way to engage consumers into sharing."

Mr. Benattar is not affiliated with Guerlain, but agreed to comment as an industry expert.

**Guerlain** did not respond by press deadline.

### Little black dress

The French perfumer introduced its La Petite Robe Noire Glamourometer campaign on its social media accounts. On Facebook, Guerlain posted an image of its La Petite Robe Noire cartoon woman along with copy that invites consumers to "slip on your couture dress and go for the quest of the giant bottle of La Petite Robe Noire" that has been hidden in Paris.



*Guerlain's La Petite Robe Noire Facebook post*

Social media posts that include a direct prompt will likely result in more click-throughs as the consumer will be more interested and inclined to get involved. A click-through on the accompanying link automatically begins a campaign video on the Guerlain Web site.

Guerlain's 47-second animated video, set to Nancy Sinatra's "These Boots Are Made for Walkin'," opens with a concert underneath the Eiffel Tower. As a train rushes underneath the monument's arches, a flacon of La Petite Robe Noire rises into the center of the Tower as if it were an elevator.

Once in full view, the viewer sees the La Petite Robe Noire cartoon woman inside the pink-hued bottle before stepping out and waving a pair of men using a necktie and top hat as a hot air balloon. As the video continues, the woman steps out of her bottle and down a flight of stairs along on of the legs of the Eiffel Tower before grabbing the tie and sliding down onto a stage for a final cabaret-like dance.

Embedded Video: [//www.youtube.com/embed/u67zaqEKoWo](https://www.youtube.com/embed/u67zaqEKoWo)

### *La Petite Robe Noire - Eau de parfum Couture - Guerlain*

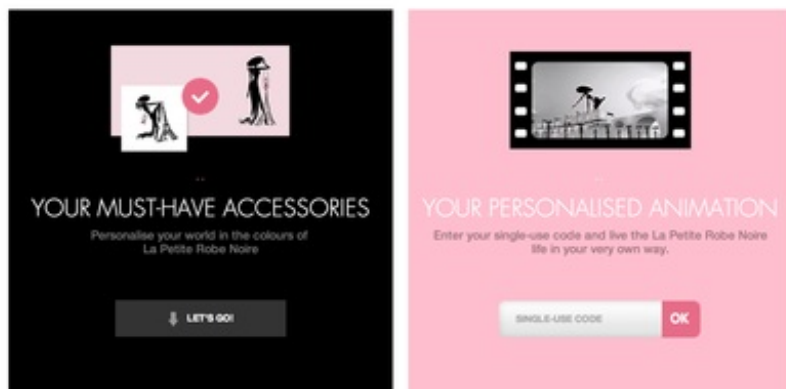
When the video is finished, the consumer can then explore the La Petite Robe Noire Web site. The first section explains what the Glamourometer as being a type of point system

that increases as the consumer plays and shares La Petite Robe Noire surprises.

A high Glamourometer increases the consumers chance to uncover where the La Petite Robe Noire bottles are hidden. A pink bar at the top of Guerlain's La Petite Robe Noire Web site keeps track on an individual consumer's Glamourometer levels once they sign in.

The first section allows the consumer to personalize her own Facebook cover photo, wallpaper or screensaver using imagery from the La Petite Robe Noire campaign. If the image is downloaded or shared via Facebook or Twitter, the consumer's Glamourometer level moves up a notch.

## MY SURPRISES

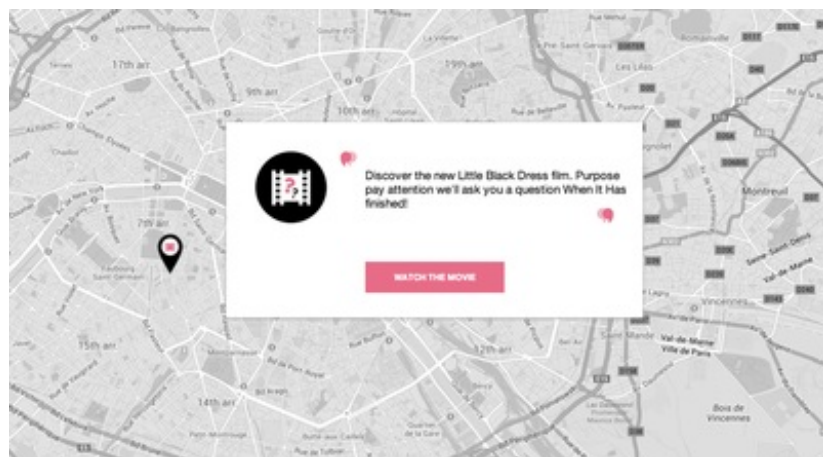


*Guerlain's personalized digital touchpoints for its La Petite Robe Noire campaign*

Also, the consumer can create a personalized animation using the single-use code printed on the inside flap of a La Petite Robe Noire fragrance box.

In the game section the consumer can click pins dropped around Paris that act as clues. The three types of pins include either a small film strip, calendar or car icon.

The first clue is a prompt to watch the Little Black Dress film, also seen when the Web site launches, and instructs the consumer that after watching there will be a quiz. When the question is answered correctly, a new pin is dropped on the map of Paris.



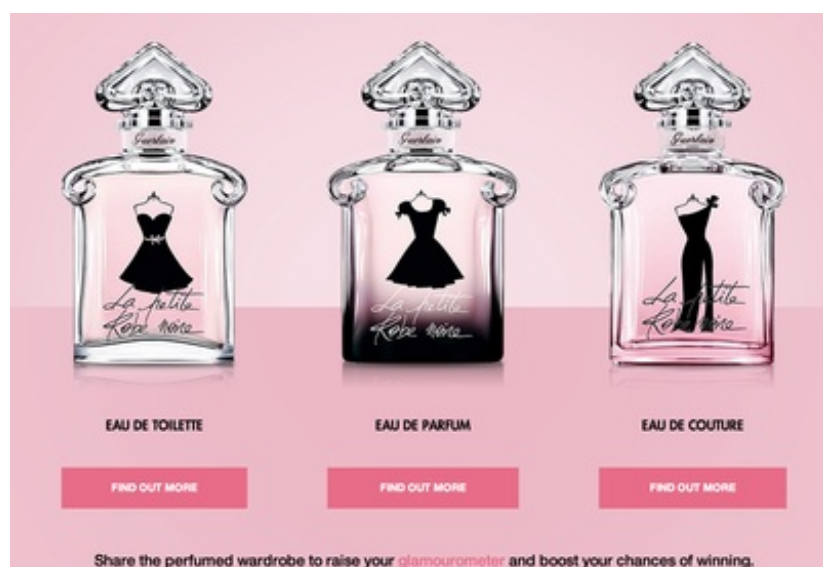
*Challenge 1 for Guerlain's La Petite Robe Noire game*

Guerlain's second prompt asks the consumer to help the La Petite Robe Noire cartoon's diary that has been left behind at one of Guerlain's 10 boutiques in the city. To keep the consumer returning to the site to play, she only gets two chances per day to find the

correct Guerlain boutique on the map.

In the third challenge, the consumer must search Paris' Place Vendome for a Guerlain Fiat 500 ([see story](#)) in 3-minutes to be entered into the drawing for the super-sized bottle of La Petite Robe Noire. Ms. Sinatra's song is used to tell the consumer is she is close to the finding the Fiat before time runs out.

The final section allows the consumer to explore the three different fragrances in the La Petite Robe Noire range. Also, she has the opportunity to "like" the fragrance on Facebook or follow Guerlain on Twitter to increase her Glamourometer level.



### *Full range of Guerlain's La Petite Robe Noir fragrances*

#### Sensory experience

Digital interaction can help marketers create a sensory experience to better capture a fragrance.

For example, Karl Lagerfeld, creative director of both Chanel and Fendi, spent time curating the fragrance portfolio of his eponymous fashion label with an interactive digital touchpoint approach to increase awareness for the new range.

The fragrance division of the brand, Karl Lagerfeld Parfums and its signature scent of the same name was launched with a microsite, an Emoti mobile application inspired by Mr. Lagerfeld and an out of home tactic ([see story](#)).

Also, French atelier Chanel asked its enthusiasts to make a move and explore its Chance fragrance collection with an interactive digital initiative that displayed the maison's playful side. Chanel's Chance campaign played off the idea of unpredictability as a way to define the three different fragrances in the collection ([see story](#)).

Personalized interaction can yield results, but can frustrate consumers who are in the beginning stages of brand exploration.

"We love the idea of the personalization," Mr. Benattar said. "It consistently results in a deeper level of engagement.

"In the case of La Petite Robe Noire, after several attempts to obtain the activation code, we lost patience," he said.

"Finally, we regret the promotion didn't get a better level of integration with the Web site, which does a fantastic job at presenting the the world of La Petite Robe Noire."

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/UvdCLIPKjZI](https://www.youtube.com/embed/UvdCLIPKjZI)

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