

INTERNET

Gucci looks to boost fragrance sales with Chime for Change tie-in

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Gucci's Made to Measure fragrance for Chime for Change

By JEN KING

Italian fashion label Gucci is incentivizing purchases for its fragrance range to spur donations that will benefit the mission of its Chime for Change charity initiative.

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Luxury Daily

Most recently, Gucci has distanced its products from Chime for Change to focus on the charitable causes and work the organization supports. Since Chime for Change aids women in need, Gucci's strategy of linking entry-level Mother's Day gifting with giving back is timely.

"This is just one more example of cause marketing, which public relations firms love to create for their client because they like to attach everything to publicity," said Rob Frankel, branding expert at marketing consultancy firm [Frankel & Anderson](#), Los Angeles.

"First, I suspect the American public is tired of cause marketing and having every occasion for celebration or honor derailed by some other person's tragedy," he said. "And if there's one thing Americans value, it's their mothers."

"In fact, Mothers Day is one of the biggest, if not the biggest consumer spending day of the retail year. My thinking is that if it's between a cause and mom, mom's going to win."

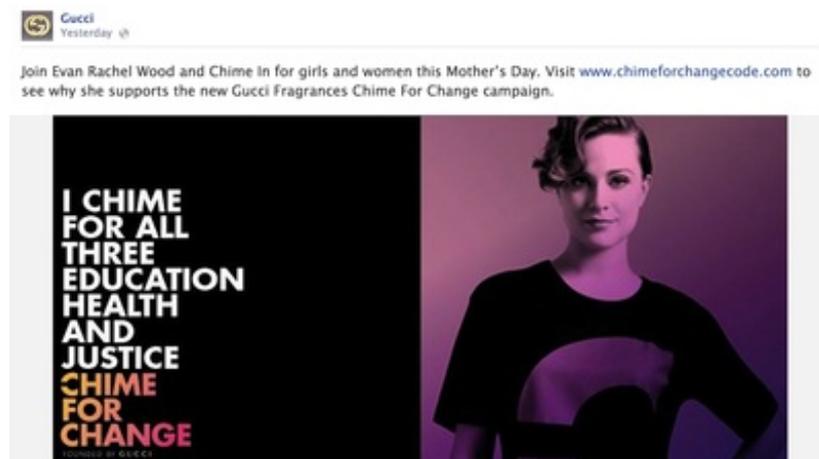
Mr. Frankel is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci was unable to comment before press deadline.

Love is

The Italian brand has used its social channels to promote the Gucci Fragrances Chime for Change campaign to spark interest among consumers looking for a last minute Mother's Day gift idea.

On Facebook and Twitter, Gucci used campaign imagery of actresses Evan Rachel Wood and Blake Lively wearing Chime for Change tee-shirts and a quote of what aspect of the charity's mission they support.



Screen shot of Gucci's Facebook post for Gucci Fragrances Chime for Change campaign

Gucci used its Twitter page to expand the message by announcing that the brand plans to pledge a minimum of \$1 million to support Chime for Change projects. The post mentions Gucci's five participating fragrances but does not include a call to purchase.



Screen shot of Gucci's tweet

On Chime for Change's social feeds, the charity does not highlight its involvement with the Gucci Fragrances Chime for Change campaign. Instead, the charity focuses the bulk of its social postings to build awareness for the young girls kidnapped from their school in Nigeria using the hashtag #BringOurGirlsBack.

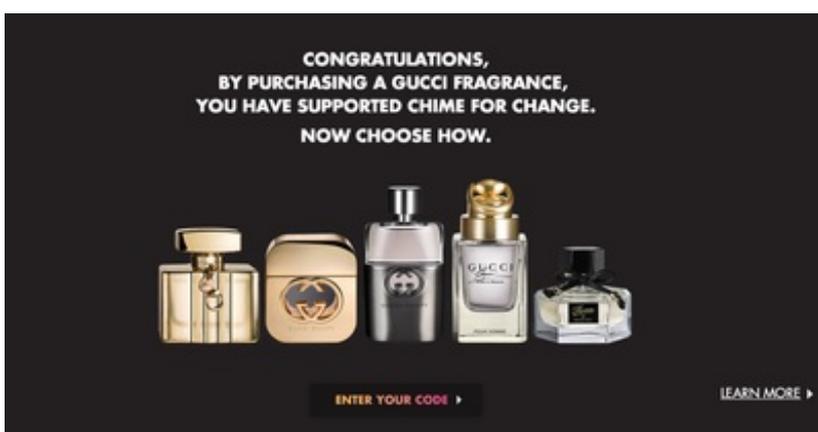


Chime for Change tweet for #BringBackOurGirls, screen shot

By following the link provided on Gucci's Facebook and Twitter posts for Chime for Change, consumers land on the charity's dedicated Web site.

The Web site's top bar explains Chime for Change's mission statement as "a community of people working to promote education, health and justice for every girl, every woman, everywhere." Scrolling down introduces the consumers to the Gucci fragrance tie-in.

This large print copy explains that with a purchase of a Gucci fragrance, the consumer has supported Chime for Change and now he or she can decide how their \$5 contribution is distributed. At time of purchase the consumer is given a code that can be entered into the field.



Gucci's Chime for Change Web site, screen shot

Once a valid code is entered, the consumer can select which project he or she would like to support. Overall, Chime for Change has funded more than 280 projects in 81 countries by working with 87 different non-profits.

Since the fragrance campaign launched, funds from Gucci fragrances has assisted Chime for Change projects such as opening schools in Pakistan and providing leadership

and political skills training for girls all around the world.

The Gucci fragrances that are part of the Gucci Fragrances Chime for Change campaign include Gucci Première, Gucci Guilty for men or women, Gucci Flora and Gucci Made to Measure. The fragrances can also be bought directly from Gucci's ecommerce site to participate in the charitable pledge with purchase.



Gucci Première with a Chime for Change box, screen shot

Although the promotion landed near Mother's Day May 11, the campaign itself does not have a specific, publicized end date.

How to #ChimeIn

Gucci has presented its consumers with various ways to participate in Chime for Change.

For example, Gucci teamed with Twitter to continue the charitable efforts of its Chime for Change organization Dec. 5-7 with a hackathon called "Chime Hack" to create mobile applications to assist women and girls in need.

The organization opened up a dialogue between tech-savvy and fashion-forward philanthropists and celebrated women in the technology industry, while helping those in need. Focusing on the three core areas of Chime for Change's mission – education, health and justice – Gucci seeks to make a difference without any attention paid to profits ([see story](#)).

Also, Gucci geared up its awareness initiatives for International Women's Day on March 8 by releasing an iOS application for its Chime for Change organization.

The app allows users to easily share a tweet about the organization's missions just by shaking their device. By prompting social media sharing through this app, Gucci will likely see more of a conversation develop around Chime for Change than they would by soliciting organic social media posts ([see story](#)).

To allow for an increase in consumer participation, without making a point of sale, Gucci should have seamlessly added that option in clear view.

"Requiring a code is even more self-serving and transparent, providing detractors with

even more evidence that the program is nothing more than a ploy to drive sales," Mr. Frankel said.

"The program, whatever it is, should be open to anyone who wishes to support it."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/3Q76DZvckKU](https://www.youtube.com/embed/3Q76DZvckKU)

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