

PRINT

Chanel, Dior take sensory approach in June issue of Vanity Fair

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Vanity Fair's June cover

By JEN KING

Chanel and Dior vied to be the most visible luxury marketers in the June edition of Condé Nast-owned Vanity Fair.

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The marketers opened and ended the issue with advertising efforts that enhanced the reader's experience compared to other ads seen. By using different formats, such as thicker paper or a fragrance strip, the brands altered the readers' sensory experience with Vanity Fair.

"Luxury marketers with larger budgets often employ a road blocking strategy in which they use multiple pages, in this case including the inside cover, to launch or support new lines," said John Barker, president of [Barker/DZP](#), New York.

"Chanel's spread for the J12 watch is very striking, using art direction that expresses the idea of living in a Chanel moment," he said.

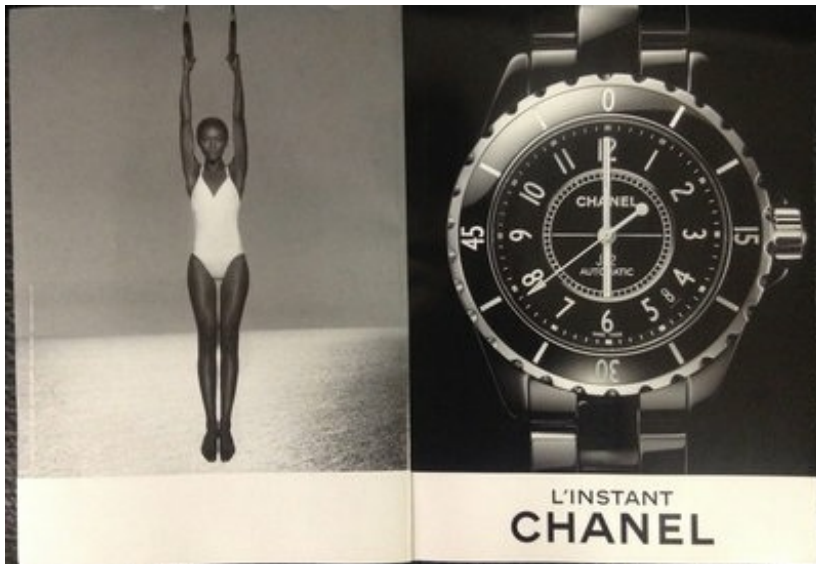
"Dior is employing exactly the same strategy as Chanel. The objective of a road blocking strategy is to break through clutter and focus the consumer on their products and brand in what is otherwise a fairly cluttered advertising environment."

Mr. Barker is not affiliated with Vanity Fair, but agreed to comment as an industry expert.

Vanity Fair, which did not respond to press inquiries, has a total circulation of 1,193,267. Readers of the print edition have a median household income of \$78,753, while its affluent readers have a median household income of \$164,735.

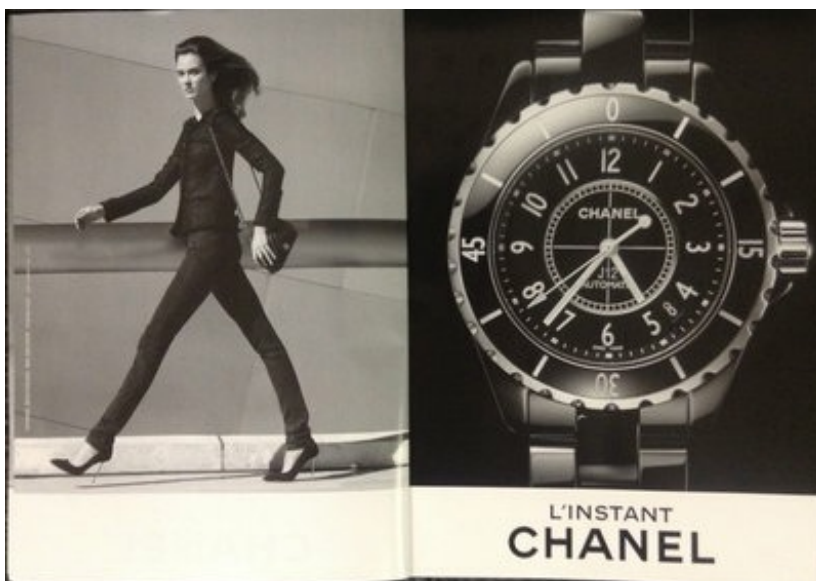
A touching read

The 154-page June issue of Vanity Fair opened with an inside front cover ad campaign by Chanel. The french atelier promoted its swimwear and J12 Automatic wristwatch as part of the L'Instant Chanel campaign.



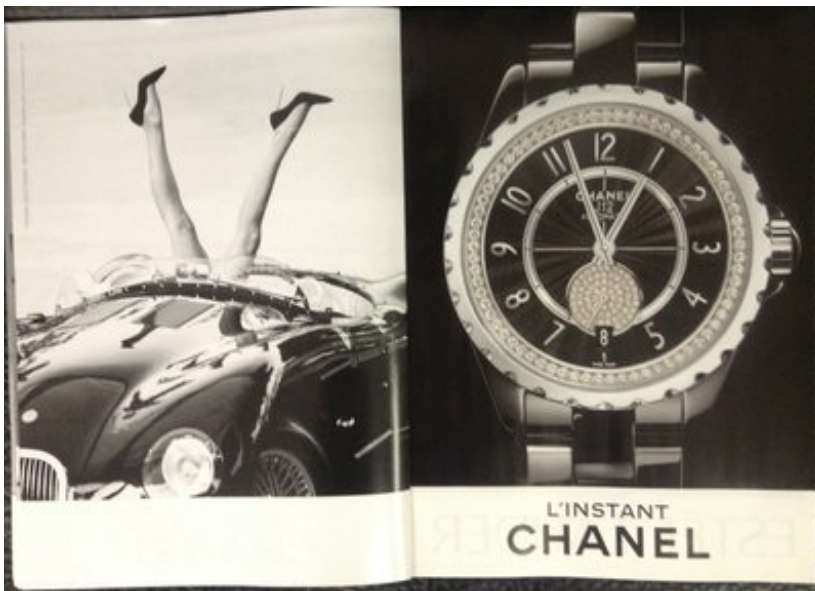
Chanel J12 and swimwear effort in Vanity Fair

Chanel's right hand page is slightly thicker and glossier than the left to leave a lasting impression. The brand also took the second page with an effort that promoted its ready-to-wear opposite the J12 Automatic wristwatch.



Chanel ready-to-wear and J12 effort

The final aspect of Chanel's front-of-book campaign shows a pair of black and silver stilettos on the left page and a diamond J12 Automatic watch.



Chanel footwear and J12 effort in Vanity Fair

Marketers in the remainder of the front included Estée Lauder, Louis Vuitton, Prada, Lancôme, Saint Laurent Paris, Harry Winston and Bulgari. Also seen was a fragrance effort for Viktor & Rolf's Flowerbomb fragrance.

The table of contents was framed by an effort from Patek Philippe and a fragrance ad of Chanel.



Chanel fragrance ad opposite the table of contents

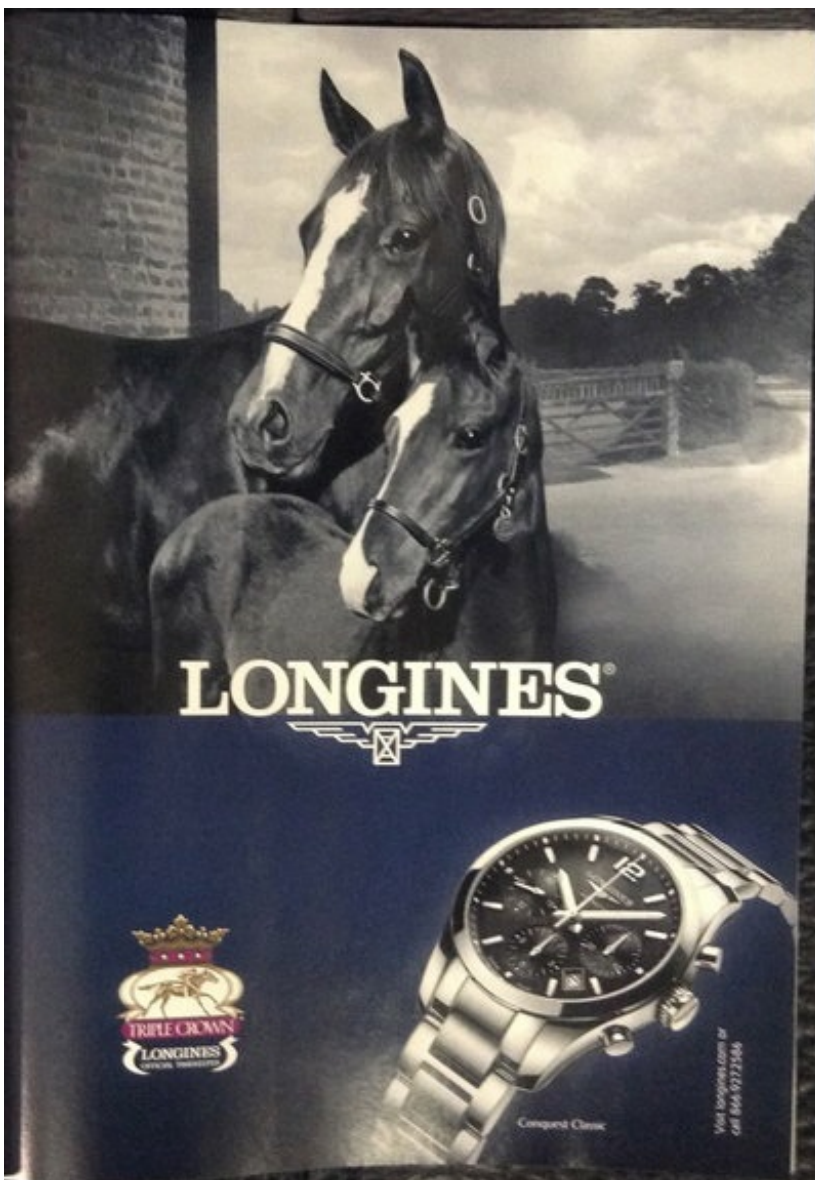
Many of the June issue's advertisers chose to feature eyewear as the summer months are approaching. Eyewear campaigns were seen from Armani against the table of contents, Versace's Lady Gaga effort for the brand's shades against the masthead.

Chanel and Fendi eyewear ads were seen among the content pages.



Chanel eyewear ad

Among the content pages, jewelers such as De Beers, Cartier, Van Cleef & Arpels and Chopard took out space. Longines used the June issue to promote its Conquest Classic watch and publicize the brand's role as the official timekeeper of the Triple Crown.



Longines promotion for the Triple Crown

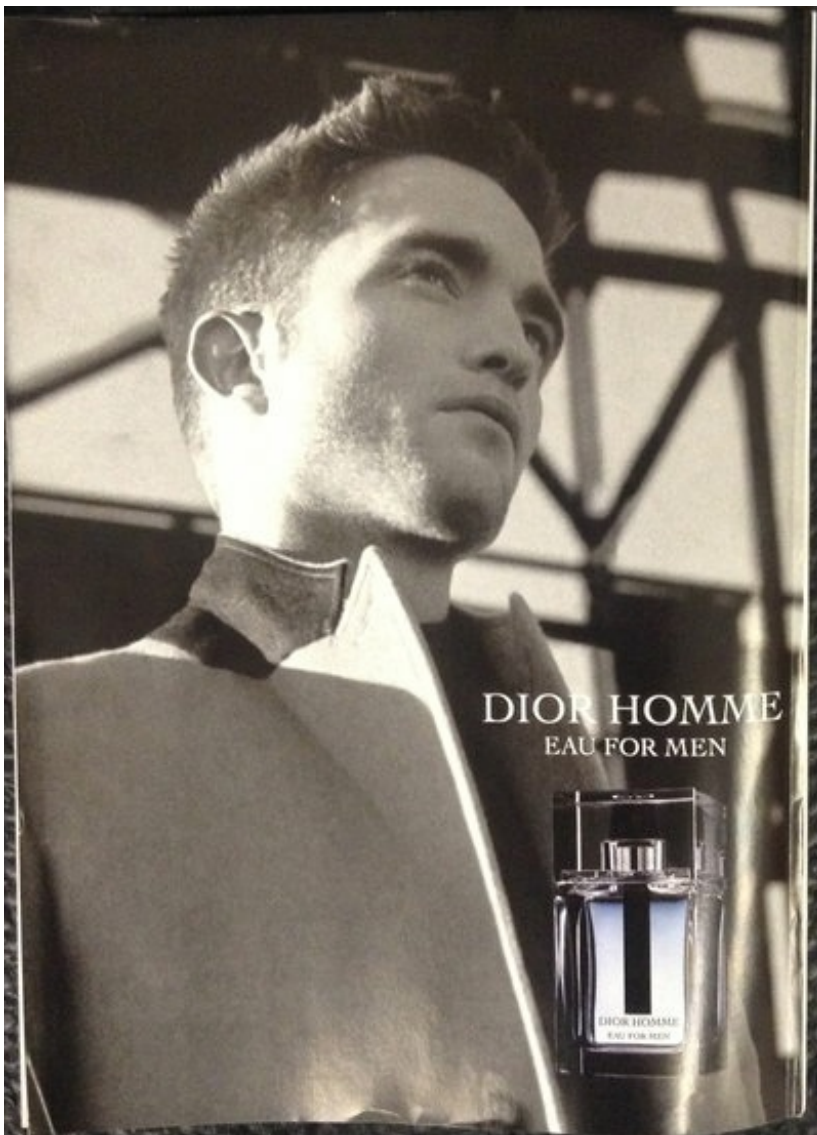
The issue ended with a Dior fragrance takeover. Like Chanel's front of the book impressions, Dior looked to be seen as readers completed the issue.

Dior's first ad page promoted its Dior Homme men's fragrance showing only the bottle. The second page opens to a full spread featuring a collage of brand ambassador Robert Pattinson and a fragrance strip.



Scent strip for Dior Homme on inside back cover

The outside back cover is a mashup of the first page and full spread showing Mr. Pattinson in addition to a small decanter of Dior Homme.



Dior Homme campaign seen on the outside back cover

Featured content in the June issue of Vanity Fair included an interview with Mad Men star Jon Hamm, a surprisingly accurate article on how the O.J. Simpson trial launched reality TV, a look inside the Apple-Samsung war and a piece where Monica Lewinsky talks about the “culture of humiliation.”

Celeb status

Celebrities often grace the covers of magazines to connect readers across demographics. For the advertisers within, this can mean an increased level of attention as readers purchase the issue for the celebrity-related content.

For instance, Ralph Lauren aimed to get noticed in the April issue of Condé Nast-owned Vanity Fair’s April issue with strong advertising placement and the latest edition of its own branded magalog.

April’s issue of Vanity Fair was likely able to boost awareness for Ralph Lauren as many readers were interested in the cover article of HBO’s “Game of Thrones.” Due to the popularity of the television show, Ralph Lauren, as well as the other ads in the publication, was exposed to a larger audience of readers ([see story](#)).

Also, luxury marketers such as Gucci, Prada and Dior capitalized on the buzz surrounding

Vanity Fair's 20th annual "Hollywood" issue by promoting their latest spring/summer collections in an edition that rivaled September's fashion coverage ([see story](#)).

Well-liked celebrities from popular TV series or films, such as Mr. Hamm's Don Draper, may expose the publication to a new audience.

"I think they are largely the same target, but yes, that is always a factor in boosting newsstand sales," Mr. Barker said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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