

gyro:

Category number: 3

Category name: BEST USE OF LIVE EVENT MARKETING

Programme/initiative name: DAHLIA DIVIN (GIVENCHY) LAUNCH EVENT

Agency [if appropriate]: gyro

Brand or client: Givenchy

URL or microsite [if appropriate]:

[Summary page]

In 2014 Parfums Givenchy launched its new fragrance, Dahlia Divin, the new signature fragrance of the company and a return to the brand´s original spirit.

The challenge was to find a formula that would help present the product to the dominant retailers and the country´s press and influencers, at the same time as undertaking employee training and communication at the point of sale. An exercise that would allow all the stakeholders to immerse themselves in the values of the brand, without failing to consider the specific communication needs of each one.

To do this, we developed a month-long pop-up event in an elegant apartment in one of the most exclusive neighborhoods in the Spanish capital. Through careful props and decoration, visitors were transported to a Parisian Atelier where they could discover the product and absorb the brand's DNA. This spirit of discovery was also present at both the various training events for employees and the in-store advertising.

The action was quantitatively and qualititatively a success, beating even the most optimistic predictions of sales, brand awareness and message diffusion in specialized press and social networks.
We secured what Parfums Givenchy needed: Dahlia Divin became the company´s star product.

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[Main submission]

About the client company

Established in 1952, Givenchy is a luxury french brand of haute couture clothing, accessories and, as Parfums Givenchy, perfumes and cosmetics. Owned by luxury group LVMH, the Parfums division is one of the major players in the fragrance industry and continues to lead the way in offering daring and innovative creations for women and men to reinvent themselves.

Strategy – broader business issues the company is facing

In 2014 Parfums Givenchy launched its new fragrance for women, Dahlia Divin, an ode to the divinity of woman that signified a return to the roots that made Givenchy the great brand it is today.

A new product, a new pack and a new communication strategy, born in the necessity to create an emblematic brand that represented the values of the Givenchy Group and that would be perceived as such, not only by retailers, press and influencers but also consumers (a group upon which the franchise had been unable to impact in previous launches)

The main problem for the brand was to find a formula that allowed it to present its fragrance to the Spanish public through a broad group of influencers (each with distinct needs and agendas etc), while conveying the distinct values of this product compared to the rest of Givenchy´s catalogue. This had to be achieved in keeping with the high standards of one of the most important luxury brands on the planet.

Objectives of the campaign

• Present the fragrance to Spanish retailers, press and influencers
• Develop a plan for the presentation and training of both employees and Givenchy Spain team
• Develop a plan of activation and publicity at point of sale.

All in line with a visual presentation that would allow people to immerse themselves in the DNA of the brand and would generate a sense of surprise.

The target audience

• Representatives of Spain´s most important retailers.
• Fashion press and influencers (bloggers)
• The brand´s internal commercial team.
• The end consumer.

All have distinct backgrounds and needs but share an aspect in common: they´re targets that have seen and heard it all before and carry high expectations.

Media, channels or techniques used

To develop this initiative, various routes were used depending on the target what we aimed to impact upon.

We needed to find a formula that enabled us to welcome all the relevant targets individually and in record time. For this, we rented a unique apartment in the classiest, most exclusive neighborhood of Madrid, in which we put on daily experiential presentations.

We decorated this apartment in a style that faithfully reproduced a boutique of Parisian haute couture and we baptized it with the name 'L'Appartement Givenchy.' In this magical place, different groups of guests immersed themselves in the fragrance`s narrative.

From the salon, where the product was hidden in a giant replica of the wooden box that featured in the advert, to the large stands decorated with mirrors, mannequins, fabrics and needles, the guests were immersed in the experience and transported to the world of haute couture and the magic the product. Finally, the guests received information about the product, range, launch, sales materials, etc.

A real attention to detail was present in all aspect of communication around the event. In this sense, before the opening of L'Appartement Givenchy, we sent beautifully crafted personal invitations. Inside a case that imitated the perfume's own packaging, and wrapped in a golden silk ribbon, the guests found a framed piece of cloth onto which the invitation had been sewed, the needle still stuck in. Furthermore, before leaving L'Appartement Givenchy, the guests were given a pack of the product and also a present pertaining to the boutique, an elegant clothes hanger personalized with their name.

Post-event, a network of local events throughout the country swung into action to present the fragrance and give training to the commercial team.
In order to train the sellers, a presentation tour was undertaken. The activities were designed to inform employees about the product and to create a connection to the perfume in a manner both educational and playful, with diverse activities such as cocktails, professional make-up stands, photography sessions.

Finally, the greatest challenge; a group that on previous occasions the brand hadn´t been able to reach,…the final consumer...

For this, we set up stands in the nation´s foremost retailers, transporting the project to a medium with numerous restrictions and new challenges. We created 'Dahlia Divin' spaces which featured initiatives such as giving out personalized hangers and necklaces for people that bought the product and a photo-booth that recreated the elegant wooden box used in the advert, in which people were invited to take photos and share them on social media.

Timescales of the campaign

April 15th-May 5th: Strategy and Creative Big Idea.
May 5th-May 26th: Production.
May 27th-June 27th: Campaign: L´Appartement aperture press, retailers and influencers presentation.
August-September: Training for Givenchy´s employees.
September: Launch of Dahlia Divin parfum.
September: In-store promotion.

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.
However:

• Success at all levels and in all channels
• The penetration of the product at the point of sale grew 13% in comparison with previous fragrances.

The success was not only quantitative but qualitative: Some 69% of the distributors agreed that the Dahlia Divin presentation project would reposition the brand in the luxury sector.

• There were numerous reviews, posts in social media and positive impressions in all the specialized media and fashion bloggers reached by the event.

Client testimonial

At Givenchy, we usually manage our 360º marketing plans internally, and use agencies for smaller specific actions with a strict brief, but for the launch of our new feminine perfume Dahlia Divin in 2014, we needed a strong agency able to give the launch another dimension and to coordinate all touch points: internal clients (sales team), press, retailers and end consumers.

gyro showed very strong creative abilities, perfectly understanding our Brand and scoping our needs. In the Luxury Industry, gaining a sense of what is the Brand DNA and what can be done or said is key. gyro got it right away. The campaign allowed us to gain market shares in the Spanish market and has been a best practice at a global level.

Adeline Vidal
Marketing Director at LVMH FRAGRANCE BRANDS

Supporting material supplied

-Video-case

Submission ends