

PACO RABANNE

‘Invictus & Olympéa’

Background

- After successfully launching in 2013 and 2015 sales of the Invictus and Olympéa had begun to plateau in the last 12 months.
- The fragrance category was in growth and Invictus/Olympéa was losing share of voice to its competing fragrances. With the upcoming launch of two ‘Legend’ edition fragrances, Paco Rabanne wanted to make a big splash and reinvigorate the Invictus/Olympéa brands.

Idea

- Paco Rabanne wanted to recruit a younger consumer into the brand and whilst looking to retain the brand’s integrity felt it needed to act differently to category norms to truly engage with the 16-34 audience. Fragrance creatives can be perceived to be cliched and inauthentic and so to create hype around the launch it wanted to truly entertain audiences and connect with a Hollywood blockbuster.
- The new Invictus and Olympéa fragrances were due for release on the same date as major 16-34 blockbuster *Avengers: Endgame* providing a timely thematic fit with the new ‘Enter the Legend’ copy. Rather than just running the TV ad in cinema, Paco Rabanne wanted to maximise the impact of the cinema environment and really capitalise on what a key cultural moment *Avengers: Endgame* was for its target audience.
- Working with DCM Studios, a contextually relevant Avengers-themed ident was created that featured the Invictus and Olympéa brand ambassadors alongside famous Marvel legends including Iron Man, Hulk and Thor. This ran alongside the main ad to help connect the campaign to the film and drive stand out in the reel.
- A 4DX version of the campaign also ran in Cineworld to futher immerse the target 16-34 audience in ad with synchronised movements, smells and special effects.

Results

- During the period cinema was on air (end April – late June) both the Invictus and Olympéa fragrances saw significant sales growth and the Legend fragrances entered the Top 10 masculine and feminine fragrances respectively.



Campaign Details

Sector	Cosmetics & Personal Care
Target Audience	16-34
Package	Film Pack (<i>Avengers: Endgame</i>)
Creative Agencies	VMLY&R
Media Agency	Starcom
Duration	45”