

# Odor and perfume



perfume COMMUNICATION AND ADVERTISING 'CHANEL' Xing Cheng Zhao Qin Zeynep Sezer Chanel Perfume Background: What's the different of the man and woman's perfume Man perfume is generally vegetation type, lady perfume with floral majority And from perfume bottles can see it, man perfume scent-bottle mostly concise have edge, lady perfume bottles are mostly curve. Man perfume bottle of color with grey, black, blue, give priority to warm color Lady scent-bottle color is rich, have beige, pink, red, etc Key message: This product is a unisex perfume, so it cannot have obvious difference between man and woman. e should invite a artist to design a wonderful scent-bottle, a attractive bottle design will catch consumers' eye . this will increase sales volume. Special features: Because to make both men and women can use, so perfume bottle cannot too feminine also cannot too hard, so two paragraphs are designed respectively scent-bottle may be better. Also we need to produce this unisex perfume which has unique flavor. This perfume will used by the couples who want to make their relationships strong. Another special feature is the products use an environment friendly materials which are biodegradable.

There are still many problems of environmental protection in recent years. Our products with bio-degradable packaging. It is favorable to Protect the environment and can't increase waste . Our target consumers: Our new perfume is produced for the young fashion people especially couple between 16-25 years old and who are living in english speaking countries. For our new product, we chose young generation because our product will launch in Valentine's day so we focus the young couples who wants to buy the present

for each others. The other reason of our target is: our product's lower price.

We want to make the young people able to buy the product who have small budget. USP: As unique selling points, we focus on price. our unisex perfume is produced with lower price by well-known up market manufacture. Our customers choose our new product on basis of price with brand's quality. Media of Advertisement As a media advertisement using : TV commercial---- Use a storyboard to illustrate maybe invite famous star as a spokesperson to act the story. We decided to choose for our TV commercial as Robert Pattinson and Emma watson nowadays who are very famous and England stars.

Because this is a unisex perfume, if use of television advertising can describe a love story illustrates this one perfume products. our main idea is reflected in this scent unisex, and romantic, aesthetic. The main storyline is a couple of strange men and women with the same fragrance, in passing, are each other on the same smell attracted, then fell in love! Because this kind of perfume is produced by a well-known up-market manufacturer, So the quality of products is believing, and it already have a lot of loyal customers.

The company now wishes to enter the lower end of the market, the product's price will be cheaper than other products of company. It is attractive to consumers, Wonderful perfume with cheap price . Radio spot---- write the script to make a radio play as a advertisement, including sound effects and music Magazine ----use famous star to take some fashion photograph and we are going to make the testers for customers in magazine. We make the

people try our perfume in beauty shops and malls. Other media---- we use e-branding in facebook and the websites.

We will inform the customers about our promotions and new product in Chanel's website. And also we use the billboard in street with the photograph's of our brand star. Special promotion This perfume's key point is unisex, so special promotion is the perfume is a couple perfume, if a couple to buy lovers perfume, so that they can be presented a set of new product trial outfit. To launch the new perfume in Valentine's Day activities(make bundling perfume body lotion & shower gel) The products discount activities: buy one get 50% discount for the second one.