

L'Occitane unleashes the spirit of Brazil in festive Sol de Janeiro brand campaign



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L'Occitane Group Travel Retail has announced the launch the second wave of its global OOH brand awareness campaign at international airports for Brazilian-inspired, premium beauty brand Sol de Janeiro.

Following the success of the Group's summer media campaign across airports worldwide, this second initiative is set to attract travelers throughout the festive season. It will bring the vibrant spirit of Brazil to key international airports that include Charles de Gaulle and Orly in France, Copenhagen in Denmark, and Istanbul in Turkey.

Building on the success of the initial wave, the Sol de Janeiro brand will be showcased via large screens and light boxes throughout airport concourses, combined with eye-catching life-sized dummy products. The immersive and customer-led experience aims to increase brand awareness and drive shoppers to duty free counters.

Sol de Janeiro - joy, inclusivity, and body confidence

With its impactful motto, 'Love it. Flaunt it. You've got it.', Sol de Janeiro was born of an authentic and joyful Brazilian philosophy that celebrates diversity, body joy and inclusivity. This is reflected in its bright and colorful product packaging and viral presence, and in its empowering promotional

messages. Beloved by multi-generational consumers worldwide - especially millennials and Gen Zs - the brand has garnered a loyal fan base with its highly effective body care range.

Local market promotions

Localized promotions at strategic airports will echo the global travel retail campaign, with initiatives that underline the continued expansion of the brand.

At Copenhagen Airport, in addition to screens expected to driving shoppers in-store, life-sized dummies of the brand's iconic products will be placed around key seating and waiting areas. Branded hostesses will also be on-site to offer 'on the go' product sampling of Sol de Janeiro's Brazilian Bum Bum Cream and Cheirosa 62 and Cheirosa 68 perfume mists.

The Istanbul Airport promotion will kick off with 14 screens across concourses and two light boxes flanked by large dummies of its Brazilian Bum Bum Cream. Similarly, hostesses will offer testing of the product, as well as the two perfume mists. At the duty free airport store, representatives on roller skates with branded baskets will engage with shoppers and push the brand's best-selling lines. There will also be a standalone 'Wishing Wall' display where customers can make a wish and receive a complimentary recycled cotton branded bracelet sporting affirmative slogans.

In Paris, a massive on-screen presence at Charles de Gaulle Airport will drive footfall to the shop, while at Orly Airport, two large light boxes will be featured.

Sustainably sourced and cruelty-free

All of Sol de Janeiro's collections of nutrient-rich products combine sustainably sourced ingredients from the lush, natural and diverse landscape of Brazil with clinically proven technologies that deliver results. Offering luxurious textures to stimulate all the senses, products are vegan-friendly, and sulphate and cruelty-free.

Marion Amirouche, Brand Manager, Sol de Janeiro Travel Retail, said, "We are really excited to be rolling out our inspiring, upbeat and motivational OOH brand awareness campaign in time for the festive holiday season. Our aim is to imbue travelers with Sol de Janeiro's sense of joy and introduce them to the brand's life affirming philosophy that celebrates inclusivity, self-celebration and body positivity. Once customers sample the best-selling core product range, we feel sure that they'll be back for more."