

Puig TR Americas debuts Jean Paul Gaultier 'Scandal'



At Ezeiza and Tocumen international airports, the Scandal Pour Homme boxing theme was brought to life in multisensory media sites featuring a boxing ring and punch bag. Beauty advisors dressed in satin boxing robes and gloves around their neck invited travellers to smell the perfume via lockers that contained ingredients from the fragrance

Puig Travel Retail Americas has launched Jean Paul Gaultier 'Scandal Pour Homme' in the region with a boxing themed omnichannel campaign that began in Q4 2021 before launching in TR Europe in Q1 2022. So far, initial sales have been strong, exceeding forecasts.

Sixty-nine locations welcomed Scandal Pour Homme activations including São Paulo-Guarulhos, Buenos Aires-Ezeiza and Cancun airports, reaching an estimated 2.7 million travellers. During these activations Puig noted a significant increase in the sell-out and ranking of Jean Paul Gaultier.



Substantial social and digital media activity across airports and on retailers' platforms in addition to the physical installations reach passengers at all touchpoints in their journey while the Scandal Pour Homme ad campaign depicts models Imaan Hammam and Parker Van Noord causing a scandal in the boxing ring in front of a cheering crowd

Scandal Pour Homme, created by Quentin Bisch, Nathalie Cetto and Christophe Raynaud, is a sensual, woody amber fragrance featuring an atypical caramel note that forms a harmonious accord with tonka bean, blending with clary sage and vetiver. The clear flacon with a wide top represents the broad shoulders of the "king of the ring" and is topped with a screwable gold crown lid.



Impactful media takeovers encompassing digital screens at check-in, departures, arrivals and baggage reclaim as well as geotargeted social media content ran at Ezeiza, São Paulo-Guarulhos and Cancun airports, ensuring maximum visibility across the passenger journey

In a first for Jean Paul Gaultier in Travel Retail Americas, Puig is partnering with several local influencers in South America for a campaign that targets travellers departing from São Paulo-Guarulhos, Buenos Aires-Ezeiza and Cancun airports. Throughout January, influencers will post attractive travel-themed content on Instagram to maximize brand awareness and drive traffic to duty free stores

Scandal Pour Homme awareness is also being generated via a paid 'drive to store' social media campaign at 14 North and South American airports, and a digital media campaign comprising dedicated brand pages, CRM activities and advertising on Dufry and Motta's websites.

Felipe Grant, Puig Travel Retail Americas General Manager, commented: "Scandal Pour Homme has been effective in increasing Jean Paul Gaultier's awareness in Travel Retail Americas and further underlines Puig's mission to provide travellers with stand-out shopping experiences. We are extremely encouraged by Scandal Pour Homme's performance so far and initial results are far exceeding our expectations."