

Puig TR stages disruptive 212 Heroes launch in Americas

Puig Travel Retail Americas has launched an extensive omnichannel campaign for Carolina Herrera's new masculine fragrance 212 Heroes, across 19 countries and 74 airports.



The fragrance's campaign captures youthful playfulness, rebelliousness and authenticity, against the backdrop of New York and skateboarding

This campaign is running at major South and North American airports including São Paulo-Guarulhos, Buenos Aires-Ezeiza, Mexico-Benito Juárez, Lima- Jorge Chávez, Cancun, New York-John F. Kennedy and Miami International throughout June and July.

Details include contemporary fragrance discovery bars, mini skate ramps and gifts-with-purchase.



With every purchase, customers receive 212 Heroes stickers featuring landmarks from the city they are in, to customize their luggage or skateboard

Puig and Carolina Herrera are amplifying this immersive launch through substantial social media activity across airports, inflight and on retailers' platforms, reaching passengers at all touchpoints in their journey. For the first time, Carolina Herrera showed a 30-second 212 Heroes spot on all CopaAirlines flights across the Americas throughout June. This spot included a call to action to try the fragrance in duty free stores.



The omnichannel campaign is running at major North and South American Airports, including Lima, Peru

The fragrance is being promoted in a media takeover at Cancun Airport, Latin America's busiest airport for international passenger traffic so far in 2021 (YTD April). The promotion is viewed on 105 digital screens in two terminals.

A similar campaign, which features a call to action to try 212 Heroes in duty free stores, is being executed at São Paulo-Guarulhos Terminal 3 and Ezeiza International Airport.

Additionally, the fragrance's launch is including paid geotargeted social media activity, with messaging specific to the airport city, as well as advertising on Dufry and Attenza Duty Free's websites and social channels.



Travelers are invited to use QR code to access a virtual ride through New York City's streets while avoiding obstacles, heightening consumer engagement

Felipe Grant, Puig Travel Retail Americas General Manager, commented: "A launch campaign of this magnitude strengthens Carolina Herrera's leadership in the Americas region and demonstrates Puig's commitment to creating unforgettable fragrance experiences. The disruptive 212 Heroes campaign, with its digital and sense of place elements, is a fantastic way to welcome travellers back to airports and I would like to thank our retail partners for their support in bringing this complex campaign to life."

212 Heroes is inspired by the free-loving, imaginative spirit of skateboarders. The scent celebrates freedom and authenticity and inspires wearers to reconnect with their youth. A fruity, woody fougère, the fragrance incorporates organic and vegan ingredients certified by Eve (Expertise Vegan Europe). The scent is housed in a fun skateboard-shaped flacon.

- The 212 Heroes launch campaign strengthens Carolina Herrera's leadership position in the region
- Activations are taking place in 74 doors, across 19 countries
- The omnichannel campaign encompasses the whole passenger journey and includes captivating out of home visuals, airport media screens, e-tailing, social media and inflight video