

Puig unveils large-scale Jean Paul Gaultier fragrance campaign in Europe TR



The large-scale animation campaign will mark the launch of Gaultier Divine Eau de Parfum and feature a series of animations running from August until late October across key airports in travel retail Europe

Puig is marking the launch of Jean Paul Gaultier's latest fragrance, Gaultier Divine Eau de Parfum, with a series of animations running from August until late October across key airports in travel retail Europe.

As part of the launch, a large-scale animation program with a strong "retailtainment" focus is taking place at Paris Charles de Gaulle and Orly airports in partnership with Lagardère Travel Retail.

In the French capital, Gaultier Divine Eau de Parfum is starring in ten animation spaces, with the highlight being a 'Jean Paul Gaultier Museum' pop-up at Paris Charles de Gaulle's Terminal 1 Extime retail space.

On display for one month, the pop-up is manned by two "historians" who are on-hand to educate travelers on the new fragrance and the history of Jean Paul Gaultier. The focal point of the pop-up is a golden corset, as worn by fragrance brand ambassador Yara Shahidi in the Gaultier Divine Eau de Parfum ad campaign.

Visitors to the pop-up can discover the new scent via a unique meringue tasting and have the opportunity to create mementos of their Gaultier Divine experience by taking a photo in the corset selfie photo booth and receiving a silk fashion scarf gift-with-purchase.

To drive further engagement, other animations are on display at key European airports in London, Frankfurt, Hamburg, Brussels and Malaga.

Digital campaign and Puig x Uber partnership

Awareness of the Gaultier Divine launch is being generated via a large-scale campaign that leverages digital media, aiming to target travelers before and during their arrival at airports worldwide.

For the first time ever, Puig is partnering with Uber to engage with passengers traveling to Paris Charles de Gaulle and London Heathrow airports. A Gaultier Divine Eau de Parfum experience will appear on the Uber app to selected travellers who order an Uber from the city to the airport, with interactive visuals inviting passengers to discover the new fragrance upon their arrival at the airport.

In Europe travel retail, Puig is collaborating with its biggest-ever crew of influencers who will travel around the region while creating travel-themed content. Finally, Puig is hosting an event in Egypt, bringing together some of the most prominent beauty and fashion content creators to enjoy a once-in-a-lifetime experience on the Nile.

It is estimated the global campaign will reach over four million travellers in September.

“The powerful Gaultier Divine launch campaign exemplifies Puig’s goal to constantly push boundaries and find new, creative ways to engage and excite travellers. We invite travellers in Europe to dive into the Gaultier Divine universe and join us in celebrating the uniqueness of women,” says Katie Noens, Executive VP Global Travel Retail at Puig.



