

TRENDTALK

August 30, 2013



Fall Fragrances

Buzz-worthy New Arrivals and Viral Content

Ah fall, the perfect potpourri of scents: the crisp scent of fall air, the sweet smell of that Pumpkin Spice Latte you've been craving since last December, and of course fall's fresh lineup of fragrances.

To that end, Refinery 29 recently published a roundup of [“Fall’s Buzziest Scents”](#) which got us thinking about the kind of content that makes a perfume socially influential.

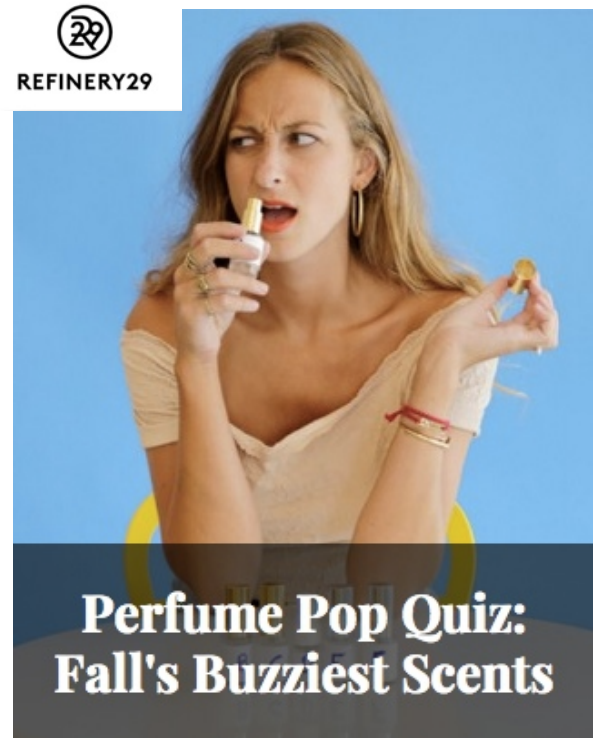
With this report, we took a deeper look at Refinery 29's picks and fall's other new fragrance arrivals to see which were collecting the most mentions across the social channels.

The story? A viral explosion of social buzz caused by one newcomer in particular. Can you guess the scent and it's leading lady?

Let's start off by taking a look at the Refinery 29 article. The independent fashion and style website gathered a group of beauty editors and fragrance experts for a blind testing of what the publication called "six of the most buzz-worthy new perfumes". The list included:

1. Calvin Klein Downtown
2. Maison Martin Margiela Replica Beach Walk
3. Britney Spears Island Fantasy
4. Lolita Lempicka Elle L'Aime
5. A Dozen Roses Angel Face
6. Juicy Couture Viva La Juicy Noir

We were curious to compare the "social buzz" created by these perfumes, knowing that they all share a recent release-date. The following table displays the results that our proprietary software returned for the past 30 days.



Perfume	EMV	Impressions	Audience Size	Publishers
Calvin Klein Downtown	\$1,790	27,197	137,897	3
Maison Martin Margiela Replica Beach Walk	\$853	26,800	134,000	1
Britney Spears Island Fantasy	\$1,706	34,350	171,750	2
Lolita Lempicka Elle L'Aime	\$1,710	27,896	139,180	3
A Dozen Roses Angel Face	\$1,706	26,820	134,100	2
Juicy Couture Viva La Juicy Noir	\$23,338	347,211	1,823,720	41

1. **Earned Media Value (EMV):** the estimated ad equivalence from relevant content.
2. **Impressions:** the total estimated impressions for all content
3. **Audience Size:** the total audience over all media outlets
4. **Publishers:** total publishers from all channels mentioning brand

As stated in the past, we believe that these variables provide the most accurate snapshot of each brand's ability to reach their target communities and generate interest in their product.

Although the perfumes included in Refinery 29's test were only a sampling of the year's new fragrances, the significant discrepancy between Juicy Couture's Viva La Juicy Noir and the others is worth further investigation.

One apparent point of difference was the source of Juicy's buzz. By contrast to the other fragrances, Viva La Juicy Noir received multiple mentions across the social media channels tied to deals, discounts, and free samples. These posts, were shared, retweeted, and discussed more than alternative forms of content.

What exactly is happening here? Every marketing campaign should have two goals: first, to incentivize brand ambassadors to share and discuss a product in the present. Second: to engage with ambassadors on a more intimate level in order to create an ongoing relationship. Whether or not Juicy the brand is directly responsible for the majority of these promotions, this data illustrates the way in sharing free samples with ambassadors or bloggers can go a long way to triggering a helpful amount of social media buzz around the release of a new product. It also demonstrates a brand's commitment to a select community of ambassadors, interest in their feedback, and desire to work with them on a continual basis.

Brands / Juicy Couture Viva La Juicy Noir

[Recent Buzz](#)
[Media Analytics](#)
[Top Publishers](#)
[Brar](#)

Top Publishers Mentioning Juicy Couture Viva La Juicy Noir

Top Facebook Pages

Infused Reviews by FWA - 37,813 likes

Kathy's Freebies and Savings - 22,234 likes

Ezeebuxs freebies and more - 15,706 likes

Free Hot Samples - 12,873 likes

Nouveau Cheap - 10,052 likes

[gomommacoupons.com](#) [more](#)


Thanks to Christana over at All About the Mommies for compiling this huge list of freebies. These are currently active and these do NOT include any "details apply" samples

[kathysavings.com](#) [more](#)


Head over HERE for a free sample of the Juicy Coture Viva La Luicy Noir fragrance.

Our Tribe Influencer Database is a collection of the top 20,000 influencers in the beauty, fashion and lifestyle community industries. The brands included in each study are the most popular based on publicly available information of these brand's annual revenue, reviews from consumers and retailers.

Going Viral

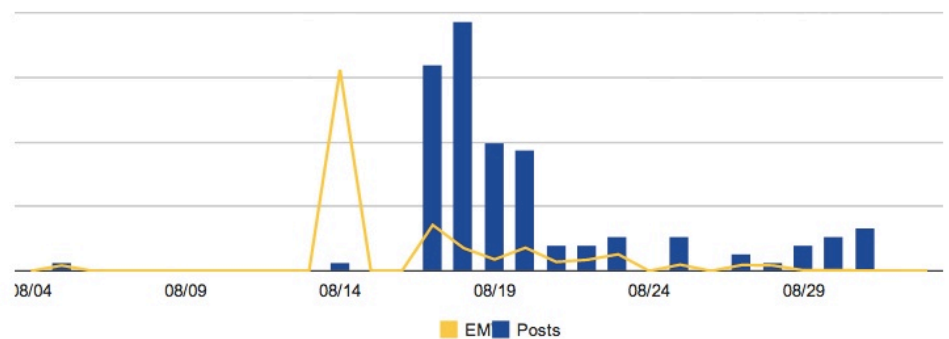
The Commercial that Sparked a Social Media Phenomenon

As mentioned, the Refinery 29 Perfume Pop Quiz led us to wonder about the specific fall fragrances generating the greatest EMV and social mentions.

Our next step was to add a range of recently released perfumes and scents to our Tribe Dynamics Influencer Database based on information we collected from online retailers and beauty blogs. According to our software, one perfume in particular excelled above all others over the past 30 days in EMV, social mentions, and buzz generally.

Beauty experts might be surprised to learn that this month's most talked about fragrance did not come from the industry's leading labels Chanel, Dior, or D&G. Instead, Katy Perry's Killer Queen stole the social media show, racking up a surprising \$56,228 EMV for 113 posts over the past thirty days. Considering that the perfume only just hit retail shelves this August, it has already created a substantial amount of buzz.

Katy Perry Killer Queen earned media over time



Earned Media: \$56,228
Impressions: 476,164
Audience Size: 2,054,701
Publishers: 59

What did Coty Inc., the producers of Perry's latest fragrance, do correctly from a marketing perspective? First, it is not a coincidence that the scent generated its most valuable earned media on August 14th, the day that Killer Queen's "Own the Throne" commercial first aired.

The video in fact is one of the main sources fueling the buzz surrounding the product. From

WWD to MTV, the social channels were buzzing over the 30 second spot, depicting Perry as an edgy femme fatale character. Already known for her dramatic style, the ad, according to industry blogs emphasizes a new level of sophistication that has been previously absent from Perry's image.

Since its release, the commercial has already received approximately 170,000 views on YouTube.



The "Own the Throne" video once again illustrates that the better the story brands can create with their owned media, the more likely it will be shared by followers and generate more valuable earned media

What else can marketers take away from the “Killer Queen” campaign?

Community Engagement

From start to finish, the marketing team at Coty Inc. seemed to anticipate the social media fallout that would occur with Katy Perry’s obvious departure the ad displayed from her “cute” phase with previous scents Purr and Meow. Months before the commercial first ran and before the bejeweled heart-shaped bottle hit stores, the company had already launched Facebook and Twitter campaigns in addition to a website specifically devoted to Killer Queen.

Coty Inc. was quick to take advantage of Perry’s 38.7 million followers on Twitter, immediately following shooting the commercial the pop-singer tweeted: “Just had an elegant unveiling of my new fragrance KILLER QUEEN at the Duke! Can't wait to share the royal juice! #sosophisticated”. These digital media campaigns were paired with print advertising to be included in September issues of the leading fashion, beauty, and lifestyle magazines.

Timing

The campaign was also timely executed with the recent release Perry’s most recent billboard top 100 single, performance at the VMA’s, not to mention her upcoming Prism Tour beginning October 22nd.

Effective Rebranding

The collection of media and outreach demonstrates the way in which the singer’s partnership with Coty Inc. will be used to effectively rebrand Katy through her line of fragrances. In an interview with WWD, Coty Beauty President Renato Semerari stated: “We look forward to developing her line of signature fragrances and establishing her as a leading beauty brand.” The more “sophisticated” fragrance therefore reflects what the music world is speculating about Perry’s anticipated new album: that it will be more “mature” than Perry’s earlier work, and could include songs inspired by her divorce from actor-comedian, Russell Brand.



Katy Perry @katyperry

20 Aug

Finally! I get to share this ROYAL shoot I did in January with the great Jonas Akerlund: bit.ly/1anR2np #KILLERQUEEN

[View media](#)



katy Perry Fans @katyperryfans

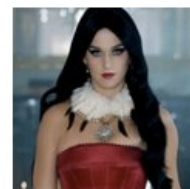
22 Aug

Ad Campaigns Owning It — Katy Perry’s **Killer Queen** Fragrance Ad Is Out - Refinery29 bit.ly/1auklPy via @introvibe

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Owning It — Katy Perry’s Killer Queen Fragrance Ad Is Out

The whole cat-themed fragrance thing Katy Perry had going on was cute, but the pop star is in full-blown reinvention mode now; the time for “cute” is over. Her next fragrance, Killer Queen, is a...



Killer Queen @KatyCatForever1
Teenage dream era ending

Killer Queen coming out

[Re]Storytelling Marketing

Think of the Killer Queen campaign as Katy Perry's successful equivalent to Britney Spear's famous VMA coming-of-age performance, or what Miley Cyrus attempted more recently. Everything about the fragrance from it's packaging and theme, to the scent itself (compared by WWD to a Tom Ford perfume) exudes a new level of sophistication and maturity intended to match Perry's post-divorce life.

The story marketers have created around the perfume of female-empowerment and independence, nicely follows the trajectory of

Perry's life, matched by the sentiment of her newest hit "Roar", is believable.

Through their own version of storytelling, or rather re-storytelling marketing, Coty Beauty has strategically changed the conversation and image that surrounds Perry. Think of the Killer Queen campaign as a "quasi inception" form of marketing, in which Perry's community does her rebranding for her. To an already large group of followers and influencers, the story of a new "mature Katy" is worth sharing.

