

The collaborative customer

# Cacharel Catch... Me Experience

**Location\_** Online (France)

**Date\_** October-December 2012

**Design\_** 5eme Gauche – 5emegauche.com & Unitag – unitag.fr

**Website\_** cacharel.com/catch-me

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**F**or the international launch of its new fragrance, Catch... Me, French fragrance brand Cacharel created a multichannel digital campaign that directed 20-25 year olds to a social game on Facebook. By merging real and digital worlds, the campaign extended the message of its TV advert and brought to life the perfume's tagline, 'Seduction is a game.'

Interactive banners, which appeared on popular youth-focused websites melty.fr, deezer.com, msn.fr and allocine.fr, showed a young man giving away real-life prizes, driving users to a microsite to download a free soundtrack (created for the campaign), win flowers or a bottle of perfume to collect in-store.

Next, the website directed users to a Facebook app where they could participate in photo challenges such as 'Make me laugh',

'Dance for me' or 'All dolled up' to their friends. Users sent in and voted for their favourite images, with the three highest scores winning an all-inclusive weekend in Paris and the following 100 best scores winning a bottle of Catch... Me.

The campaign also included QR codes which were used in newspapers and outdoor advertising, as well as on product packaging. This created a direct link between the product and the social game on Facebook. The social media campaign supplemented traditional print and TV advertising.



