



The Fragrance Foundation Launches New Multimedia Campaign

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Just in time for Valentine's Day, The Fragrance Foundation has launched its new "One Drop Changes Everything" fragrance campaign. The new multimedia initiative developed by The Fragrance Foundation, with creative by Yard, the NY-based advertising and design company, is designed to entice consumers "back to the pleasures of fragrance."

The One Drop Changes Everything campaign makes full use of all the current media tools of the trade: the internet, social media, print, jumbo plasma billboards, sophisticated in-mall digital screens and retail web links.

Onemightydrop.com is up and running. Here, visitors can download their own visual into the icon bottle and read personal perfume memories written by Leah Wyar, beauty director, *Cosmopolitan* and industry insiders.

Eye-popping print ads are front and center, breaking with the icon visual/one page ads in the following publications: *Harper's Bazaar* February issue, *Seventeen*, *Cosmopolitan*, *House Beautiful*, *People StyleWatch*, "*W*" *Personal Shopper*, *The New York Times* full page Sunday January 31st, the Thursday Style section February 4th & 11th and *NYTimes.com* Sophisticated Shopper.

There will also be a Times Square jumbotron plasma billboard in February and March. In addition, the largest in-mall digital video network in the country has partnered with The Fragrance Foundation to run a public service announcement on behalf of the campaign. "We have many valued customers in the fragrance category," says Dominick Porco, chairman and CEO, Adspace Digital Mall Network. "Our mission has always been to drive retail sales and we are pleased to be able to support The Fragrance Foundation's efforts to create excitement in this important category. A network of 1,400 in-mall digital 8 foot tall billboards fitted with 65" plasma screens will animate and bring to life the One Drop Changes Everything icon visual.

"This is just the beginning", comments Rochelle Bloom, president of The Fragrance Foundation. "We believe that it will make the consumer look at fragrance in a new way and engage with new enthusiasm."

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