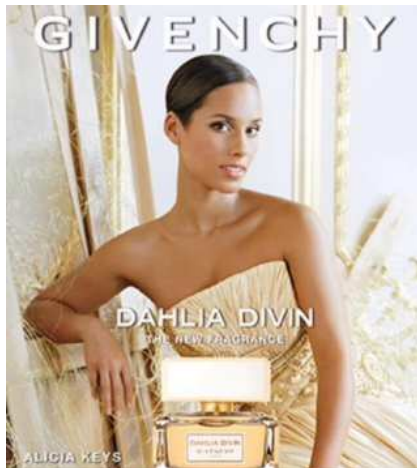


DAHLIA DIVIN



For the launch of Dahlia Divin, a new female fragrance, Givenchy launched a new communication with Alicia Keys as their new ambassador. In some countries, Givenchy linked to the Alicia Keys concert, but since she did not perform in Belgium, Carat had to find another solution (at a limited cost). The objective was not to have an high reach, but to add a selective and fun element linked to the artist. This campaign shows that it is possible to be creative & surprising in digital for luxury brands and that at a limited cost.

Targeting the fans of Alicia Keys

Alicia Keys is a famous artist and her music is very popular. If Carat could not link directly to one of her concerts, they needed a platform where they could reach fans of the music of Alicia Keys in a fun way. Shazam ticked all the boxes: it's youthful in profile and it's a popular platform to listen or discover music that offers us the possibility to target fans of the music of Alicia Keys.

A three-layered execution

The execution worked on three levels. First every person that shazamed an Alicia Keys song or the Givenchy Dahlia Divin TV spot was shown a banner of the campaign. Next to this targeted solution, Carat also proposed ROS bannering on Shazam for extra awareness on the platform. Furthermore, Carat incorporated a listening screen/splash for extra impact.

CARAT.
REDEFINING
MEDIA.