

# CHANEL

The best IMC example in use of all possible communication channels

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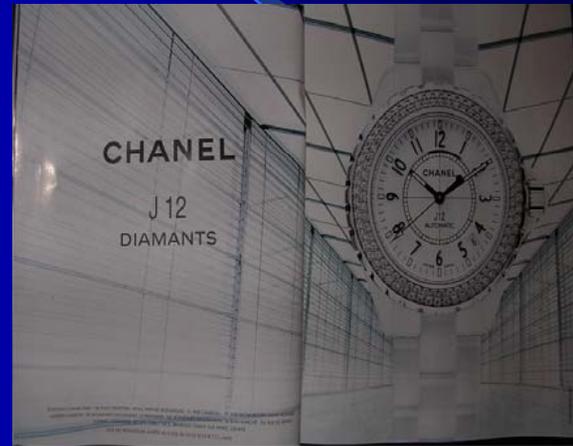
# Advertising campaign

As other brands CHANEL organize products advertising campaign : one or double pages.

In some advertising, we can see the Web site URL :

[www.chanel.com](http://www.chanel.com) and phone number : 0 820 00 20 05.

In the J12 advertising we can read where we can buy the product In France, Monte Carlo, Bruxelles and Geneve.



# Push Product Articles

With the Chanel bag made to order at the Union Jack colours, we are in push product articles as for these Chanel cream.

They are present with other competitions products around a specific topic.





# Advertising & Sampling

Here we saw a new strategy to communicate to conquer a new Market target that we call maastige.

But we are always in IMC because if the product is Mascara, is introduce as a perfume sampling.

Because the links to chanel communication is the n°5 as we review later.

Sampling are too give us when we buy Chanel products in Makeup Stand.

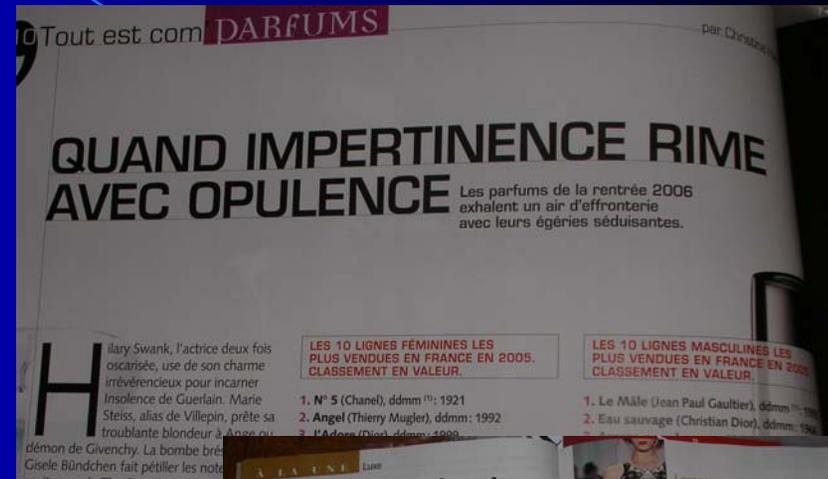


# Brand Articles

Here we saw luxury articles in L'expansion & Stratégies.

- Chanel 2nd French Luxe Brand,
- N°5 first perfume sell in 2005 (is born in 1921),
- Chanel work with French craftsman buy up to keep a french touch.

Here is the limit of IMC because Chanel can't control what is write in the article. But it could buy or not buy advertising page.



# Magazine Made to order

Here all the magazine is  
consecrate to Chanel.  
To Coco as Karl Lagerfeld the  
Chanel Story.

Stiletto a magazine who write  
with a journalistic eye style  
about Chanel.



# CHANEL Edition

Chanel is too some books about Coco, here jewelling, but too fashion, French chic ...

Next Stiletto magazine, all about Chanel Story can be read in the numerous book writing since many years.



Réalisation: « collection Mademoiselle et collection San Marco »  
- Annonceur: Chanel Joaillerie - Responsable annonceur: Valérie Dupont - Agence Mazarine Image - Responsable agence: Paul-Emmanuel Reiffers.

**mention**  
**Mazarine**  
pour Chanel Joaillerie

Pour lancer en presse la collection Mademoiselle, Chanel a choisi de développer un outil digne de présenter la collection de pierres fines. Ce « missel » original en plusieurs langues met en lumière les produits dans un univers vénitien invitant au rêve. Un authentique livret, aux pages épaisses, dorées sur tranche à chaud, avec couverture ouatée.

Tous les palmarès sur [www.strategies.fr](http://www.strategies.fr)

# People & Fashion show

Karl Lagerfeld present in all fashion magazine, during all the year, is Mr CHANEL. Who don't know him?

But it also PR with Anna Wintour Vogue US Chief Editor, business connections ... in the peoples evenings.

And communication through Sponsoring as Charlotte Casiraghi.

But Events is first fashion show in Paris, New York and Milan around the haute couture and ready to wear



# CHANEL Music

In Stiletto, we discover all above Chanel music identity and the creator name : Michel Gaubert.

Chanel Music is now too trough the Karl Lagerfeld CD « My favourite songs » by Universal.



# Building and Design

After The music identity, we saw all the work who contribute to write the Chanel dream.

In Tokyo we can see a building create as a perfume box, who transform them with the day light.

In London with the makeup Studio Chanel concept in order to be developed in others city.

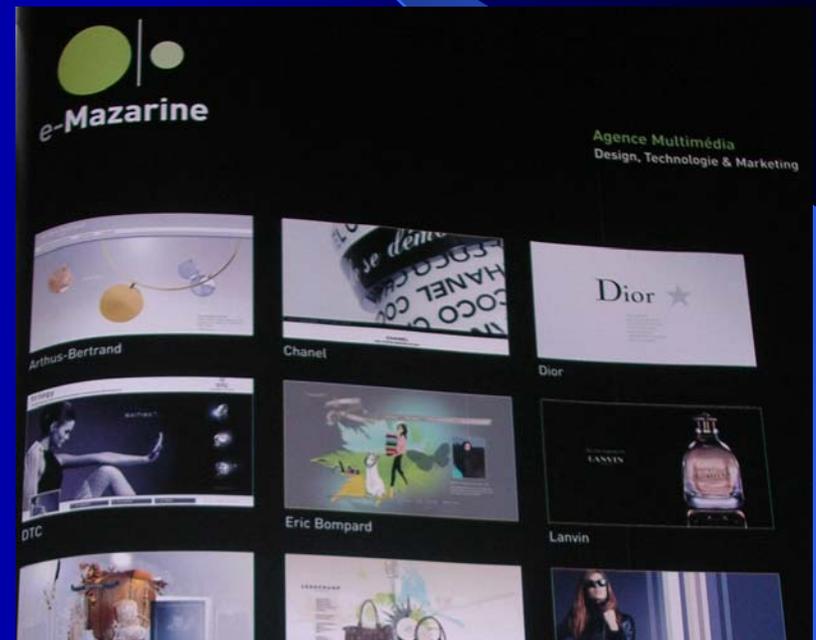


# Advertising of Advertising Agencies

Chanel is present in these advertising of e-Mazarine.

It's an advertising destined to the professional. e-Mazarine show to prospect customers, his savoir faire through advertising campaign already made.

Chanel is one of these prestigious clients, it's present as her first Luxury French brand : Dior.



# Image & Competition

The competition is important in luxury style. In these world where visual identity is Important appearances are mistaken customers with these Omega advertising.

The Omega as the Chanel J 12  
With Nicole Kidman the N° 5  
Chanel Identity.



# CHANEL IMC

CHANEL Communication is one of the most performance in the IMC. She use all possible channels to be present in our life.

Chanel superstar, Karl Lagerfeld too. Chanel a great successful born in the head of Coco Chanel. Chanel the second luxury brand most know next dior as write l'Expansion luxury made to order. Chanel an Image of dream communicated today through n°5 and perfume universe.

Chanel is Chanel because Chanel have a great R&D, design and price strategy. If the power pricing strategy is good, ask us about the masstige as we see between free sampling in Isa for the future.