



The Scent of Victory

Paco Rabanne Invictus, Starcom Worldwide & Bidstack

Category

Best Regional
Campaign - NA

Company Name

Bidstack

Client

Paco Rabanne Invictus

In the run-up to the 2021 holiday season, Paco Rabanne wanted to promote the luxury men's fragrance, Invictus and partnered with Bidstack, the leading in-game advertising platform, and Starcom Worldwide to help develop their campaign strategy.

The campaign aimed to elevate Invictus above the competition by engaging the target audience through their passion points in new environments during the holiday season. Paco Rabanne identified soccer, sports, nutrition and fitness as key passion points for their audience and sought to identify new ways to engage with this audience where these interests converged; putting Invictus at the heart of the conversations that surrounded them in the process.

Another key aim of the campaign was to increase purchase intent among a primarily male audience while also passively engaging female gift-givers that would be looking for gift inspiration across Black Friday, Cyber Monday and the wider holiday season. To do this Paco Rabanne wanted to identify new advertising channels and media that appealed to this dual audience and then develop a campaign creative that would increase purchase intent and inspire viewers to discover more about the Invictus brand.

Paco Rabanne also sought to create unique user experiences that would improve brand perception as part of the campaign with this experiential element designed to make Invictus stand out to consumers among the holiday advertising noise from their competitors. They wanted to explore first to market opportunities and experiences (both in-person and virtual) that positioned Invictus as the brand of choice for the 'sports fan' and 'fitness warrior' tribes that they were targeting.

This experiential element was designed not only to drive brand awareness and keep Invictus front of mind for consumers via a new touchpoint but also to support Paco Rabanne's wider cross-channel holiday advertising strategy around the Invictus brand.



Strategy

Bidstack and Starcom identified gaming as an ideal channel to interact with a growing, elusive and diverse audience and developed a strategy that would present Invictus to their target audience where their interests intersected through sports and video games.

The campaign was designed to make Invictus an authentic part of the gaming experience in two ways. First, through seamless branded activations that would simulate the real-world in virtual environments with in-game ads delivered onto pitchside billboards, trackside banners and across other sporting venues and second through an interactive VR challenge.

With the help of Rezzil, an elite VR training platform and USMNT goalkeeper Tim Howard, Bidstack and Starcom created a new touchpoint for the brand with a unique VR activation. The 'Invictus Challenge', developed especially for the campaign, saw a branded 'Reaction Wall' added to Rezzil's hit game, Player 22. Here players had the opportunity to test their athletic merit and take on a sporting icon in an immersive training environment featuring Invictus branding.

The partnership with Tim Howard helped to amplify campaign reach and combined the concepts of a legendary champion from a real-life sporting context with the game's virtual world creating an authentic and interactive experience for gamers.

Outcome

Score a victory for Invictus in the Metaverse! The campaign made Invictus the world's first fragrance to create a sporting challenge in a VR environment and succeeded in increasing purchase intent and improving brand perceptions among their target audience.

Campaign highlights:

- Exposure to the Invictus in-game ads led to greater purchase intent, with 24% of those exposed to the ad describing themselves as 'likely' or 'very likely' to purchase from Paco Rabanne in the future vs 15% for those not exposed.
- Significant increases in brand perception were observed among those that viewed the in-game ads. The biggest uplifts recorded were that the product was good quality (+38%) & that the brand was trusted (+23%).
- Invictus branding was delivered across 19 different titles including Dirt 5, Football Manager 2021, GRID, Top Eleven, Tennis Manager and Rezzil Player 22 serving Console, PC, VR, Cloud Gaming and Mobile devices.
- With 72% of impressions reaching adults 18-34, the campaign reached the right audience.
- Each unique player spent 20.88 mins engaging with the in-game ads across the campaign, 1.25x higher than the average (16.62 mins)..
- More than 15k people took on the VR challenge, playing 17k+ sessions.