# LVMH Competitor Analysis Report

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Number of images analyzed: 12

**Structured Analysis of Competitive Promotions (February 2025)**

**1. Tabular Summary of Promotions**

| **Retailer** | **Product Category** | **Promotion Type** | **Promotion Details** | **Promotion Period** | **Source (Image)** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | Fragrances | Push Money Incentives | - $2.50–$250 per bottle sold (varies by SKU).<br>- Higher incentives for specific EDC/EDP/EDT products (e.g., $4 for 100ml EDTs, $6 for 180ml EDTs, $8–$10 for EDPs). | Feb 2025 | Acqua Di Parma - Feb 2025.jpeg |
| Cartier | Fragrances | Cash Incentive | $5 cash per bottle sold (Shilla Payroll staff only). | Feb 2025 | Cartier - Feb 2025.jpeg |
| CK, Chloe, Kylie | Fragrances & Makeup | Sales Threshold Vouchers | - $30 voucher per $1,200 CK products sold.<br>- $30 voucher per $1,500 Chloe products sold.<br>- $10 voucher per 3 Kylie Cosmic Fragrance bottles sold. | Feb 2025 | CK, Chloe, Kylie - Feb 2025.jpeg |
| Diptyque | Home & Body Fragrances | Volume-Based Incentives | $5 per item sold for every 10 SKUs sold (e.g., candles, diffusers, hair mists). | Feb 2025 | Diptyque - Feb 2025.jpeg |
| Drunk Elephant | Skincare | Sales Achievement Incentive | - $10 voucher per $600 sales.<br>- $10 voucher per 5 Lippe Balm sets sold. | Feb 2025 | Drunk Elephant - Feb 2025.jpeg |
| Burberry, Guccicos | Makeup | Volume-Based Vouchers | $10 voucher per 2 focus SKUs sold (e.g., mascara, lipstick, eyeshadow). | Feb 2025 | Fragrance Burberry, Guccicos - Feb 2025.jpeg |
| Fragrance Multibrand | Fragrance Sets | Per-Product Incentive | $10 voucher per focus SKU sold (e.g., CK One, Chloe, Daisy sets). | Feb 2025 | Fragrance Multibrand - Feb 2025.jpeg |
| Hermes | Fragrances | Mixed Incentives | - $15 voucher per 3 X’mas sets sold (capped at $120).<br>- Testers awarded for bulk sales (e.g., 10 X’mas sets = 1 tester).<br>- Terminal 4: $50 voucher per 10 fragrances sold (capped at $100). | Feb 2025 | Hermes - Feb 2025.jpeg |
| Hermes Beauty | Makeup | Volume-Based Incentives | - $30 voucher per 6 eye/lip pencils sold (capped at $120).<br>- Testers awarded for bulk sales. | Feb 2025 | Hermes Beauty - Feb 2025.jpeg |
| Lancaster | Skincare (Suncare) | Volume-Based Vouchers | $10 voucher per 4 SKUs sold (e.g., sunscreens, body mists). | Feb 2025 | Lancaster - Feb 2025.jpeg |
| Nars | Makeup | Tiered Sales Incentive | - Tier 1 ($1,000 sales): $10 voucher.<br>- Tier 2 ($3,000 sales): $50 voucher.<br>- Tier 3 ($5,000 sales): $80 voucher. | Feb 2025 | Nars - Feb 2025.jpeg |

**Notes**:

* \*\*Holiday\*\* (Image: Holiday - Feb 2025.jpeg) lists SKUs but does \*\*not\*\* explicitly mention incentives.
* \*\*Hermes\*\* promotions include tester rewards, which may serve as staff perks rather than direct monetary incentives.

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**2. Recommendations for LVMH**

**Actionable Insights Based on Competitive Landscape**:

1. \*\*Adopt Tiered Incentives\*\*:

* \*\*Evidence\*\*: Nars uses tiered payouts ($10–$80) for incremental sales targets.
* \*\*Recommendation\*\*: Implement tiered rewards for LVMH brands (e.g., Dior, Givenchy) to motivate higher sales volumes.

1. \*\*Bundle Products for Higher Incentives\*\*:

* \*\*Evidence\*\*: Fragrance Multibrand and CK/Chloe/Kylie reward sales of bundled sets.
* \*\*Recommendation\*\*: Promote LVMH fragrance or makeup sets (e.g., travel-sized pairings) with per-bundle incentives.

1. \*\*Leverage Testers as Low-Cost Incentives\*\*:

* \*\*Evidence\*\*: Hermes offers testers for bulk sales, reducing cash/voucher payouts.
* \*\*Recommendation\*\*: Use testers of premium products (e.g., Louis Vuitton fragrances) as staff rewards to maintain budget efficiency.

4. **Target Suncare and Skincare Segments**:

* \*\*Evidence\*\*: Lancaster focuses on suncare with volume-based incentives.
* \*\*Recommendation\*\*: Incentivize sales of LVMH-owned skincare lines (e.g., Fresh, Benefit) during peak suncare demand periods.

5. **Clarify Incentive Structures**:

* \*\*Evidence\*\*: Hermes and Diptyque have complex rules (e.g., caps, tester eligibility).
* \*\*Recommendation\*\*: Simplify LVMH incentive terms (e.g., flat rates per product sold) to avoid confusion and ensure staff engagement.

6. **Capitalize on Seasonal Sets**:

* \*\*Evidence\*\*: Hermes and Holiday SKUs highlight seasonal collections (e.g., X’mas, CNY).
* \*\*Recommendation\*\*: Align LVMH promotions with seasonal launches (e.g., Valentine’s Day sets) and attach higher incentives to these items.

**Rationale**:

The analysis reveals a focus on volume-based rewards, tiered structures, and non-monetary perks (testers). LVMH can differentiate by combining simplified incentives with premium product bundles and seasonal alignment to capture staff motivation and customer interest.

# Source Images

The following source images were analyzed for this report and are directly embedded below.

### Image 1: 2ada9963-d821-4b1d-ab28-10563d69bd13-Cartier - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 2: 3337de7e-d73c-413b-aba5-32532c20b5b9-CK, Chloe, Kylie - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 3: 51ccfc2a-7bb6-45ce-890a-024681470651-Acqua Di Parma - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 4: 52c83920-2d79-47a5-ad90-d8add52a39a9-Drunk Elephant - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 5: 684bf104-9a0c-4d8b-a301-806c5e2b6d2d-Holiday - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 6: 74be6656-32db-4a4e-a351-3a798a6c9e3a-Hermes Beauty - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 7: 8e17bcc8-0afb-4136-a4aa-19cfc81b188c-Nars - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 8: 972d1a25-365d-41fb-bba4-2eed30e415a0-Fragrance Burberry, Guccicos - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 9: a44d8db8-e713-4272-9b65-f19f4d431a22-Fragrance Multibrand - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 10: ca60ce0a-7e8a-4c62-bad0-075c68da979a-Lancaster - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 11: da6424d1-f380-446b-addf-269859729e03-Hermes - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 12: eee15561-381a-4f01-9ecd-c0235fa1e7d8-Diptyque - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

A file with all embedded source images has been created at: /Users/jovin/lvmh-competitor-analysis/uploads/36d3c815-29bf-4962-99d1-96ed74513941/embedded\_images.html