# LVMH Competitor Analysis Report

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**Competitor Incentive Analysis Table**

| **Brand** | **Location of Promotion** | **Eligible Staff** | **Incentive Type** | **Incentive Description** | **Relevant SKUs/Products** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | All terminals (assumed) | Shilla Payroll (assumed) | Cash | $2.50–$250 per SKU sold (varies by product) | COLONIA EDC 50ml, SIG. OSMANTHUS EDP 20ml, IBM EDT 100ml/180ml, SIG. EDP 100ml, etc. (Full SKU list in data) |
| Acqua Di Parma | All terminals (assumed) | Shilla Payroll (assumed) | Cash | $4 per 100ml EDT bottle sold | IBM ARANCIA DI CAPRI EDT 100ml, IBM FICO DI AMALFI EDT 100ml, etc. |
| Acqua Di Parma | All terminals (assumed) | Shilla Payroll (assumed) | Cash | $6 per 180ml EDT bottle sold | IBM ARANCIA DI CAPRI EDT 180ml, COLONIA C.LU.B. EDC 180ml, etc. |
| Acqua Di Parma | All terminals (assumed) | Shilla Payroll (assumed) | Cash | $8 per 100ml EDP bottle sold | SIG. OSMANTHUS EDP 100ml, SIG. OUD EDP 100ml, etc. |
| Acqua Di Parma | All terminals (assumed) | Shilla Payroll (assumed) | Cash | $10 per 180ml EDP bottle sold | SIG. SANDALO EDP 180ml |
| Cartier PFM | All terminals | Shilla Payroll | Cash | $5 cash per Cartier perfume bottle sold | All Cartier perfumes |
| CK | GS BAAT Wing and Arrival | GS BA | Voucher | $30 voucher for every $1,200 CK sales | All CK products |
| Chloe | GS BAAT Wing and Arrival | GS BA | Voucher | $30 voucher for every $1,500 Chloe sales | All Chloe products |
| Kylie | GS BAAT Wing and Arrival | GS BA | Voucher | $10 voucher for every 3 Kylie Cosmic Fragrance bottles sold | Kylie Cosmic Fragrance |
| Diptyque | All stores | BA & GS | Cash | $5 per item sold (credited to payroll) for every 10 SKUs sold | Diffusers, candles, gift sets, hair mists (e.g., DIPTYQUE PFM Diffuser Roses, EDP BENJOIN BOHEME 75ml, etc.) |
| Drunk Elephant | Terminals 1, 2, 3 | Shiseido Group BAs | Voucher | $10 voucher for every $600 sales | All Drunk Elephant products |
| Drunk Elephant | Terminals 1, 2, 3 | Shiseido Group BAs | Voucher | $10 voucher for every 5 Lippe Balm Reform 3.7g sets sold | Lippe Balm Reform 3.7g (SKU: 42801673101) |
| Fragrance (Burberry/Guccicos) | Unspecified (assumed all stores) | Fragrance PM staff | Voucher | $10 voucher for every 2 focus SKUs sold | Burberry mascara, cushion, lipstick; Guccicos eye palettes, lipsticks (e.g., BURBERRY MAKE B/VOLUME MASCARA 01 BLACK, GUCCICOS MAKE BLUSH P LE24 10 D/APRICOT) |
| Fragrance Multibrand | Unspecified (assumed all stores) | Fragrance PM staff | Voucher | $10 voucher per focus SKU sold | Multibrand gift sets (e.g., CK One XM24 EDT200+EDT50, Chloe EDP50+BL100, Gucci Bloom EDP50+BL50) |
| Hermès (Fragrance) | Terminals 1–3 | Fragrance staff | Voucher | $15 voucher for every 3 X’mas sets sold (capped at $120) | X’mas Sets, Twilly Collection, Barénia |
| Hermès (Fragrance) | Terminals 1–3 | Fragrance staff | Product | 1 tester for every 10 X’mas sets sold | X’mas Sets, Twilly Collection, Barénia |
| Hermès (Fragrance) | Terminal 4 | Fragrance staff | Voucher | $50 voucher for every 10 Hermès 85ml/100ml fragrances sold (capped at $100) | Hermès 85ml/100ml fragrances |
| Hermès Beauty | All stores (assumed) | Beauty staff | Voucher | $30 voucher for every 6 Eye/Lip Pencils or Mascaras sold (capped at $120) | Lip Pencils, Eye Pencils, Eyeliner, Eye Shadow Palettes, Mascara |
| Lancaster | All stores | Shilla staff | Voucher | $10 voucher for every 4 SKUs sold | Sunscreen, body care (e.g., LANCASTE SKIN SRD AAGE SPF30 100ML, LANCASTE SKIN TREX SP24 SUN F30+B50+L50) |
| NARS | All stores (assumed) | Shiseido Group BAs | Voucher | Tiered vouchers: $10 for $1k sales, $50 for $3k sales, $80 for $5k sales | All NARS products |

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**Recommendations & Analysis**

#### **1. Top 3 Most Attractive Incentives**

1. \*\*Acqua Di Parma’s $250 per SKU\*\* (e.g., COLONIA EDC 50ml): Exceptionally high cash rewards for specific luxury fragrances.
2. \*\*Cartier’s $5 Cash per Bottle\*\*: Simple, consistent, and applicable to all perfumes, encouraging volume sales.
3. \*\*Hermès’ Tester Rewards\*\*: Free product testers for hitting sales targets (e.g., Twilly testers for every 6 bottles sold), which add perceived value for staff.

#### **2. Top 3 Strategies to Compete**

1. \*\*Tiered Cash Incentives\*\*: Offer escalating cash rewards for high-margin LVMH products (e.g., $10–$300 per bottle for Louis Vuitton fragrances).
2. \*\*Exclusive Product Testers\*\*: Provide limited-edition testers (e.g., Dior Privée miniatures) for staff who hit targets, enhancing exclusivity.
3. \*\*Simplified Voucher Structures\*\*: Replace complex thresholds (e.g., $1,500 sales for $30) with flat-rate vouchers (e.g., $20 per $500 sold) to boost motivation.

#### **3. Making Strategies Easy to Explain & Convincing**

1. \*\*Visual Incentive Charts\*\*: Create cheat sheets comparing LVMH rewards vs. competitors (e.g., “Sell 3 Louis Vuitton perfumes = $75 cash vs. 3 Cartier = $15”).
2. \*\*Instant Payouts\*\*: Ensure incentives are paid immediately post-sale (e.g., via mobile wallets) to build trust and urgency.
3. \*\*Role-Play Training\*\*: Simulate customer scenarios where staff practice pitching LVMH incentives (e.g., “This fragrance gives you $50 cash today, not a $10 voucher later”).

**Assumptions**:

* Missing locations inferred as “all terminals/stores” based on luxury retail norms.
* “Shilla Payroll” eligibility extended to Acqua Di Parma due to similar brand positioning.
* SKU lists condensed for brevity; full details in original data.