



Team SORTED

“Next In Fashion MINICANVAS 2022”



Devesh Sinha



Mohit Kiradoo



Kajal Gupta

T. A. Pai Management Institute



Price: \$35 for (1.7 OZ)

Category: Fragrances

Why Fragrances?

Average Selling Price of Semi Premium Fragrances in Walmart is **\$60 (1.7 OZ)**, and ASP of CHANEL fragrances is **\$90 (1.7 OZ)**. Least difference when compared to other CHANEL categories with Walmart offerings

Type: Deodorant

Why Deodorant?

In fragrances perfumes are high value line item whereas deodorants are comparatively lower. Also, as of now CHANEL has their high-end perfumes example the **COCO, N5 and the BLEU ranges**, an affordable perfume can **Cannibalize** the existing ones. Whereas no CHANEL women deodorants were available on Walmart as such compared to other premium brands. (**Case study: GUCCI also started their affordable line with deodorants and were successful**)

Range name: LE CHIC

Why LE CHIC?

CHIC mean **Elegant** in French and is usually referred from someone who is **stylish and smart**. Hence, we have used **matt black** colour for the design. This affordable range will attract students as well as young professionals

Positioning Statement: *"Everyone deserves to smell like a luxury"*

Social Media Launch***'Fragrance for all'***

The **campaign** will help in bringing in the believe amongst the people that everyone deserves to smell like a luxury. This will be depicted through a story which will connect more people to the brand. Furthermore, it'll help in signifying the togetherness and connectedness amongst people

Launch Platforms - Chanel website , YouTube

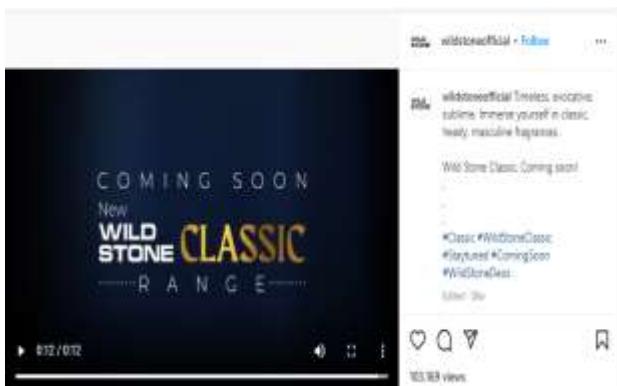
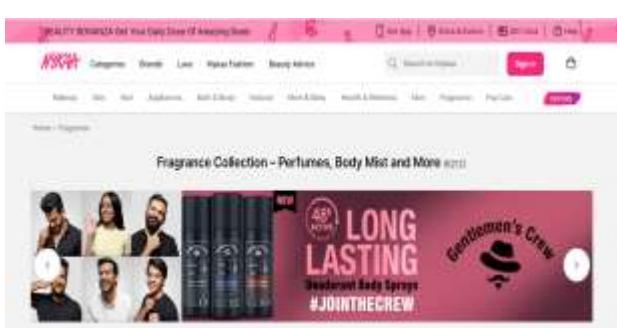
Instagram Launch

The Launch of the deodorant range will be segregated into two parts, initially a video will be posted on the official Chanel Instagram page giving an idea about the launch of Chanel deodorant range, which will generate curiosity amongst the followers about the product, post which a video will be posted depicting the full range of affordable deodorants

Social media handle :Chanel official
Followers : 52.9M

Chanel_Walmart Launch

Introduction of the Chanel deodorant range in the Walmart personal care section by increasing product visibility through Chanel deodorant visuals, text or videos depicting the product details. Also, Video enabled listing on landing page to create conversation and engagement among consumers

Inspired from****Inspired from*******Inspired from******In-Store Launch*****Banners/Digital Flyers***

Launch of Chanel deodorants through digital Flyers or banners in Walmart stores, in malls (where Walmart stores are) about the Limited-Edition Product launch with the tagline: "**everyone deserves to smell like a luxury**" (not mentioning its price)

Inspired from****New Arrivals***

A separate rack of all the SKUs in the "LE CHIC" range (limited in numbers) in the "New Arrivals Section" at the store entrance for 1 month. This in turn will:

- Attract luxury product and deodorant buyers
- Offer better visibility of the deodorants

Testers

Providing interested customers with 'try before you buy' testers allows the consumer to give an in-store 'brand experience' and confidently purchase a full-size bottle knowing they will love the fragrance.

***Message Updates***

Message notifications to the TG of the product range through Walmart CRM about the product launch. Positioning it as a limited-edition range mentioning the price that is \$35.

- To keep its users updated regarding the latest arrivals of the Chanel deodorants