



How a Traditional Fragrance Marketer Redefines Personal Care

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Coty's launch of Adidas Adrenaline is a success story in how a traditional fragrance marketer is redefining personal care products by combining its own strong brand name with a strong licensed brand name. Diam International helped communicate this to consumers at retail with a prestige quality counter merchandiser at a cost comparable to traditional vacuum form displays.

Coty Rimmel fragrance presented itself to consumers with a permanent merchandiser display and a promotional unit. Both displays won "Outstanding Merchandising Achievement" awards from POPAI (Point of Purchase Advertising Institute). Again, these units executed "class at mass". They enabled consumers to test and select product in one compact space.

Coty is a successful fragrance marketer who is doing things differently.