

It's good to be bad: Carolina Herrera unleashes its rebellious side with Bad Boy launch in Latin America

By **Jas Ryat** on December, 13 2019 | Airlines & Airports





Carolina Herrera promotes its new masculine fragrance, Bad Boy, during an activation at São Paulo-Guarulhos Airport

Puig Travel Retail Americas has partnered with Dufry to execute an extensive launch campaign for Carolina Herrera's new masculine fragrance, Bad Boy. The two-month launch promotion, which includes a mega event at Lima's Jorge Chávez International and activations at other airports in Latin America underscores Puig's mission to strengthen Carolina Herrera's leadership position in the region.

So far, more than 80 Bad Boy animations in 294 doors across travel retail Americas have been implemented. Participating airports include Aeropuerto Internacional Benito Juárez in Mexico, Ezeiza International in Buenos Aires, Tocumen International in Panama, São Paulo-Guarulhos in Brazil and Santiago International Airport in Chile. The activations encourage travellers to immerse themselves in the light and shade of the contemporary man's personality through digital screens within the space, while retailtainment activities present the brand's new oriental aromatic fragrance to consumers.

Jorge Chávez International and São Paulo-Guarulhos International are home to some of the most impactful Bad Boy activations to date. Here, customer interaction is a key focus through engaging retailtainment activities such as a lightning-shaped buzz wire game and innovative lighting technology.

The animations invite travelers to wake up their "inner Bad Boy" via a digital touch-screen feature, which ignites lightning bolt visuals on both the screen and flooring. Passengers can also play a digital game to find out if they are good or bad. To further immerse themselves in the Bad Boy universe via digital screens in the interior space, passers-by can note advertising ft. British actor Ed Skrein, who can be seen wreaking havoc in a busy street.

Bad Boy, created by Quentin Bisch and Louise Turner, is an aromatic oriental scent that celebrates a new masculinity. The fragrance offers spicy top notes of bergamot and pepper, woody heart notes of sage and cedar wood, balanced by gourmand base notes of tonka bean and cocoa. Bad Boy's lightning-shaped flacon in midnight blue takes key design elements from the Good Girl stiletto bottle.