

Paco Rabanne awakens the senses in Pure XS For Her animation



Puig stages Pure XS For Her fragrance experience at Paris CDG Terminal 2F

Puig, in partnership with JC Decaux, has unveiled a multi-sensory discovery experience of Paco Rabanne's new Pure XS For Her fragrance at Paris Charles de Gaulle (CDG) Airport.

Located in Terminal 2F, CDG's second busiest terminal, the activation incorporates a prominent out-of-home media site and 20 square meter podium.

Running from late September 2018 to mid-January this year, the Pure XS For Her activation targets one of CDG's busiest travel periods to drive awareness and sales of Paco Rabanne's biggest fragrance launch of the year, in the brand's home airport.

The fragrance discovery begins through taste, with travelers invited to sample Pure XS-branded vanilla-flavored popcorn, designed to be a reminder of one of the key ingredients.

The next sense is smell, through an automated fan-powered ritual of Pure XS For Her and its masculine counterpart, Pure XS For Him.

The experience is completed with a digital game that enables travelers to role-play and spend a night partying virtually with model and actress Emily Ratajkowski, the face of Pure XS For Her.

Through a touchscreen, users can select activities and reactions to discover their party personality. Travelers can also win a range of Pure XS For Her products in an on-screen competition.

At the end of the experience, passengers are invited to visit the Buy Paris Duty Free store - a joint venture between Groupe ADP and Lagardère Travel Retail - to collect a free sample.