

DIOR

An integrated PR campaign
by Blanka Bathory

The Conept:

SUMMARY:

This is how the concept of having a masquerade ball came to mind. Having this masquerade ball at the Palace of Versailles adds to the decadence of the event and makes the event an escape from reality for one night. The venue is meant to reflect the perfection to detail put into Dior's pieces as well as the brand's luxurious and beautiful designs.

At the same time, I wanted to bring in modern aspects to the campaign through the use of QR codes and NFTs. I worked with Photoshop and InDesign to complete this project.

Overall, this is a unique campaign idea that creates buzz and excitement about a new collection release. It allows anyone to participate and additionally creates a fun masquerade-fantasy night for celebrities and influencers.

PR PACKAGE:

The concept begins with the PR package presented below. The target audience for the PR list is meant to be the typical, with A-list celebrities and trending influencers. However, I think since social media platforms matter greatly, influencers that are big on Tik Tok would be a priority. Tik Tok influencers, especially fashion accounts, do a great job of showing of pieces sent to them by luxury brands and a great job of raising brand awareness and prestige.

Each PR package comes with five things: an invitation card, perfume, an item from the new collection, a personal NFT for the receiver, and a mask for the ball at the palace. The QR code on the invitation is linked to the personal NFT, which the receiver will have full ownership of. The perfume is the newest released by Dior. For men's packages, cologne would be put in instead.

Having the bag/piece from the collection match the NFT adds more excitement and novelty to the package. The goal is for the package to feel personal and special for the various influences and celebrities.

The masks in the packages would also all be different. I think it is important for the masks to be high quality. Although all the masks would be different, to add to the extravagance and to have the event look more cohesive, all the masks would have gold in them.

QR Code Campaign:

The public QR codes are another level to this PR campaign. The objective of this portion of the campaign is to raise public awareness of the new collection and generate buzz around its release. The whole idea of the QR code campaign is to have several QR codes placed randomly in cities across the world. They are meant to have a question mark in the middle of them in order to draw attention and curiosity.

For this portion of the campaign, there would be different types of QR codes spread out. One type would simply be a link to the new collection. This would be the most common type of QR code.

A second type would be an NFT. Whoever scans that specific QR code first receives ownership of the NFT.

Lastly, and the rarest type of QR code would be prizes. Although there would not be too many of these QR codes, the prizes would range from makeup and perfume to a new bag from the collection.

Dior would announce this "QR Scavenger Hunt," the main form of information about it would be through word of mouth. As more people find out about the QR codes, more people will want to look for them in the hopes to win a prize.

NFT:

Creating an NFT for this campaign incorporates a modern concept. The idea of NFTs has recently become extremely popular. Now fashion brands are creating their own NFTs and entering the digital arena more. By adding NFTs to the concept of this campaign, Dior launches itself into this new space. Additionally, the idea of having personal ownership over NFTs is an exciting addition the PR packages and the QR code campaign.

The PR package NFTs for this campaign are specifically made to reflect what that influencer received in their box. By differentiating the products Dior sends in the packages, as influencers unbox their packages, new items will be revealed. This is done to raise excitement and curiosity, as well as, reveal more of the new collection.

However, it is important to note that not all of the new collection would be revealed prior to the event. On the other hand, the NFTs given out through the public QR codes are simply randomized Dior products.



Packaging

invitation



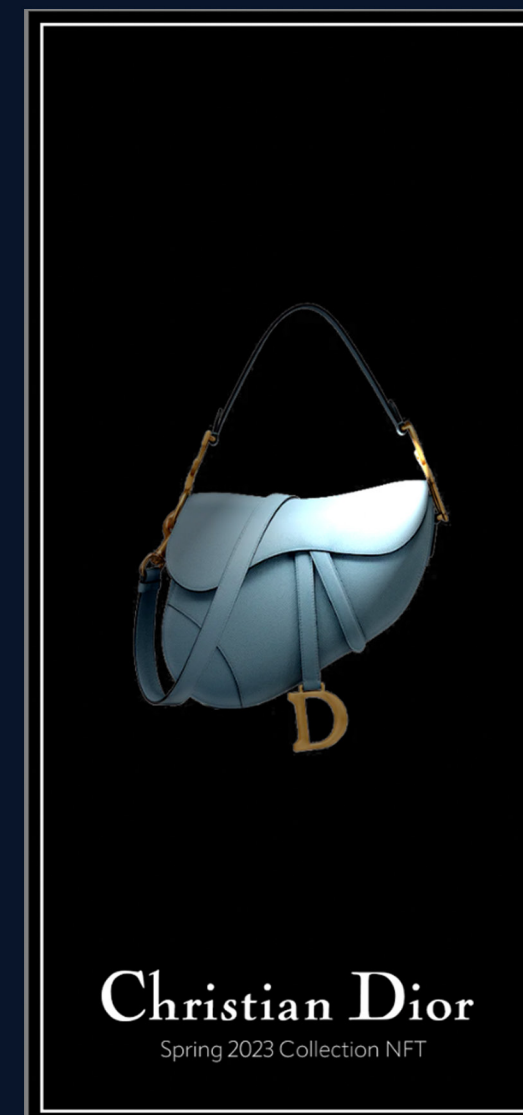
+ Bag



+ Mask

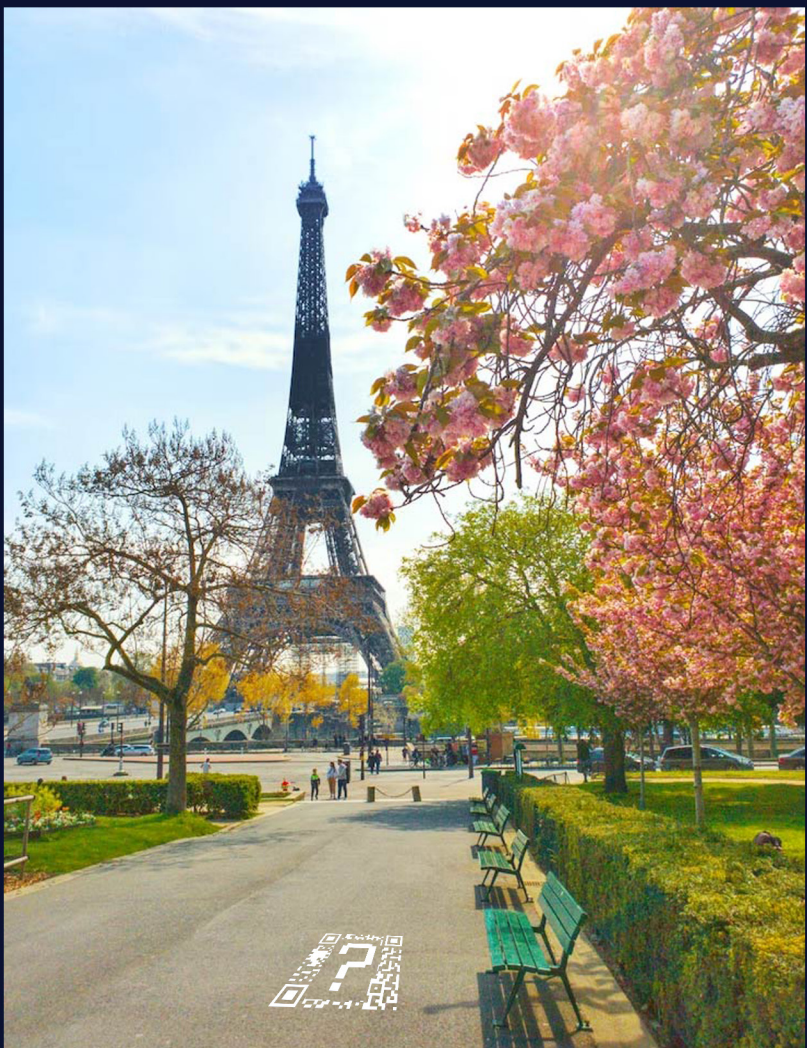


+ NFT



+ Perfume





NFT Progression:

Note that this NFT transitions when it is first opened. When the QR code is scanned the first image on the left is what comes up. Each of the screenshots represents 0.5 secs of screen time. After the six transitional slides, the actual NFT appears. This will present a piece from the collection, clearly and well lit. The owner simply has to refresh the NFT to start the transition over.



0.5 sec

0.5 sec

0.5 sec

0.5 sec

0.5 sec

0.5 sec

Transition Timeline

final NFT