

www.cpcpkg.com

COSMETIC/PERSONAL CARE

cpc
PACKAGING®

May/June 2006

Volume 11 • Issue 3

Editors' Choice Awards, p. 34

Color Cosmetic Packaging, p. 68

Sample Packaging, p. 74

Contract Services Guide, p. 82

SHOW COVERAGE:

Cosmoprof

North America, p. 98

EastPack, p. 102

Luxe Pack New York, p. 104



A Canon Communications LLC Publication



Fragrance Sample Vials

York

For most fragrance brands, packaging fragrance samples in glass vials is pretty standard. That is unless your company is Bond No. 9. Customers may catch themselves doing a double take upon first seeing the brand's fragrance sample vials. Wrapped like candy in colorful foil, the vials look good enough to eat.

Bond No. 9's president Laurice Rahmé says that many customers do often at first mistake the samples for candy—a reaction that couldn't please her more. "I purposely wanted the samples to feel like pieces of candy," she says. "I was inspired by the candy wrappers from the French confectionary brands—especially those by Fauchon Paris. Their candies are always beautifully wrapped this way in colorful foil." Panelists Essie Weingarten, president of Essie Cosmetics, and Linda Treska, product development manager for Vincent Longo, appreciated the concept. "They reminded me of a type of gum I loved as a child growing up in Europe," says Treska. Weingarten adds, "The foil makes you want to unwrap the vials and find out what's inside."

Rahmé came up with the idea for the foil-wrapped vials in February 2003, when the first Bond No. 9 fragrances launched. "I wanted to be more creative than doing what

the rest of the industry does, which is to attach a vial to a card," says Rahmé. "I couldn't afford a custom-molded sampler so I had to find a way to customize a standard vial."

The brand has used the foil-wrapped samplers ever since. In 2004, four new Bond No. 9 fragrances were launched—Eau de New York, Little Italy, Wall Street, and New Haarlem. Each fragrance has its own sampler.

Le Papillon (New Brunswick, NJ) provided both the vials and the foil wrappers. Perfecting the custom-colored wrappers, which are applied to the vials by hand, was challenging. Different-colored wrappers had to be created for each of Bond No. 9's 22 fragrances because each scent has its own trademark color. "It took a lot of time to get the colors right because we were working with foil, not paper," says Rahmé.

Bond No. 9 is quite generous when it comes to giving out the samples. "Sometimes people go to stores and have to almost beg for a sample," says Rahmé. "I wanted to make sure our customers got a lot of samples. I know it costs a lot of money—and believe me, it does—but it's the least we can do. Today's customers aren't necessarily loyal. They have a lot of options when it comes to fragrances. So I'd

rather keep them loyal to Bond. Giving out samples builds brand loyalty at a good price."

Bond No. 9 distributes the samples in several ways. "Every time customers purchase something from us, we give them a fragrance sample—perhaps of something they liked but didn't buy," Rahmé says. "We try to give them a fragrance from their favorite fragrance family—a floral scent, for instance, if they bought a floral perfume, or a citrus one if they like citrus. We also send thank you notes to customers along with three different fragrance samples. Also, if you are a member of the Bond No. 9 club, we keep sending you samples of our newly launched fragrances." To ship the samples to customers, Rahmé commissioned Le Papillon to custom create a deluxe mailer that holds three samples each.

The wrapped vials are a concept that's simple, effective, and most importantly, says Rahmé, whimsical. In fact, they are so unusual that Rahmé says consumer magazines have featured them. "What I really like about the vials is their fun factor," she says. "People are delighted when they see them. They laugh. It's like when you give candy to a child—it makes them very happy."

Panelist Deborah Fine, CEO of Victoria's Secret's Pink brand, says, "These samples had a wit and a whimsy that really differentiated them. I thought the company took a standard sampling technique and executed it in a way that really made you pay attention to the products."

