

ACQUA DI PARMA

ACQUA DI PARMA ENTERS A WHOLE NEW WORLD WITH MOBILE LEARNING

Acqua di Parma, subsidiary of LVMH group and symbol of Italian savoir-faire and refinement through its elegant fragrances and lifestyle products, took advantage of the launch of the new fragrance Colonia Pura to offer a new gamified learning tool to its worldwide network of beauty counsellors.

2017 marked a milestone for Acqua di Parma, with the brand completely rethinking the way it communicates with customers. Simple product displays were out, replaced by a marketing strategy designed to really tell the story of the brand. The launch of the brand's latest fragrance, Colonia Pura, was the perfect occasion to share this new approach with beauty counsellors all around the world.

A NEW GAMIFIED TOOL FOR A NEW COMMUNICATION STRATEGY

The digital learning transition was already well underway for Acqua di Parma, as Eleonora Carrarelli, International Trainer, explains : "We already relied on an e-learning platform to support our blended learn-

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ing approach. But this time, we wanted something new." The Acqua di Parma International Education & Retail Development team was determined to get closer to the beauty counsellors' needs, but also to offer trainers their first real gamified tool. In order to meet the operational constraints of the launch of

Colonia Pura, it was important that the **chosen solution** be **based on tried and tested technology**. "When we started our search for the gamified tool of our dreams, we discovered a whole new world. It was exciting and fascinating! It was our first mobile project, and we needed to be reassured and guided. I first heard about Teach on Mars at a meeting of the LVMH Brand Education Committee, where L&D teams from across the LVMH group meet to exchange best practices. I was in a working group focusing on digital learning technology, and the Teach on Mars mobile learning solution came up because some of my peers were already using it. I spoke to them about their experience with the solution and the feedback was really positive."



A BLENDED LEARNING APPROACH

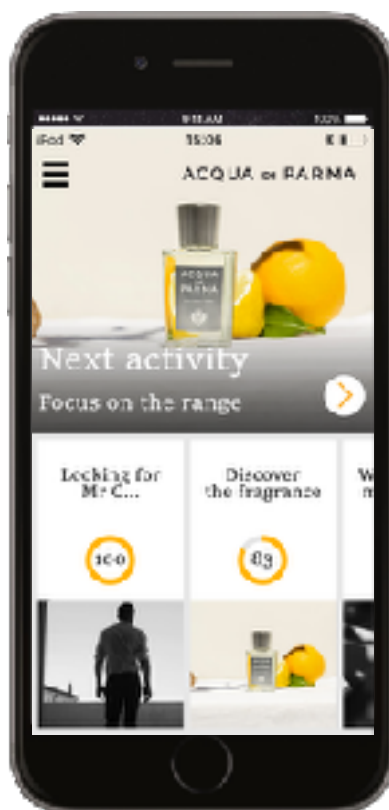
The **high level of learning activity customization** possible was one of the particularly attractive aspects of the Teach on Mars technology. The mobile tool was built into a larger overall blended learning approach, and the team decided to make it the final step of the learning process. *"The beauty counsellors got access to the mobile app after a classroom session introducing them to all the practical aspects of the new product, and after getting a certification via a test they had to complete online."*

TELLING THE STORY OF MR. C...

In line with the strategy of the brand to *"tell the story of Acqua di Parma"*, the L&D team imagined a new approach to training beauty counsellors on Colonia Pura, using... storytelling, of course! *"It was an opportunity for beauty counsellors to get to know not only the new fragrance, but also the new brand. Everything was woven together."* Using the various types of activities Teach on Mars provides, the team co-created "Finding Pura", a treasure hunt-style narrative that has the learner in search of the mysterious Acqua di Parma customer, Mr. C.

Each activity offers the learner new insights into Mr. C's habits, what he likes and what he does... Short videos are also used, as pieces of a puzzle that formed the broader advertising campaign for Colonia Pura. A completely new, original

and engaging way of telling the story of the new product.



A WORLDWIDE LAUNCH, AND OBJECTIVES REACHED IN 4 MONTHS

With this new learning app being a first for Acqua di Parma, there was a lot at stake, and the launch had to be well prepared and well organized. Several official teasers were sent to the beauty counsellors, and the central team worked in close collaboration with local trainers who spread the message of the brand new learning tool. Finally the

big day arrived with the **official launch across 20 countries** (including Travel Retail): *"I was checking the deployment ratio on the Mission Center every two seconds! We sent weekly reports to the markets and in 4 months we had actually exceeded our target of reaching 250 beauty counsellors!"*

This new way of learning has been widely adopted by beauty counsellors, especially by the youngest ones. *"It's quick and easy to access, plus they can follow the activities offline. That's perfect if you need a specific item of information: in one second, you get it!"* After checking the KPIs, Eleonora noticed that the beauty counsellors not only downloaded the app, but spent more time on it than expected: they return to it over and over again, creating a mobile learning habit.

Given the huge success of this first foray into mobile learning for the Italian brand, a new application project is already in preparation. *"We want to enlarge the project. This time, it won't be only one training course but a bigger platform, including a link to the Finding Pura app. When something goes well, you must aim to do even better the next time! We're ready for the challenge!"*

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