

Live from New York: Companies Pursue New Business

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Breaking Fragrance Clutter

The Fragrance Foundation presented “Breaking through the Clutter in the World of Fragrance” at New York City’s Hearst Tower. As fuel for the discussion, the panel tackled NPD Group research findings that showed 360 women’s fragrance brands were available in 1997, with each averaging sales of \$5.3 million, while 1,160 women’s fragrance brands, averaging sales of \$1.7 million, were on shelves in 2007.

Terry Molnar, executive director, **Sense of Smell Institute**, presented the evening’s panel—which included **Gene Pressman**, co-author of *Chasing Cool* and former creative director, head of merchandising and co-CEO of **Barney’s New York**; **Greg Anderson**, an executive on the leadership team of **Bartle Bogle Hegarty Advertising Agency**, which has developed campaigns for Axe; and **Polly Blitzer**, founder and editor in chief of *beautyblitz.com*, an online beauty magazine. **Amy Marks-McGee**, president of **TrendIncite LLC**, moderated the panel.

Anderson emphasized the importance of capturing time and attention with media strategy, content and context, citing the recent Axe “Gamekillers” campaign—which changed the nature of the dialogue around deodorants from sweat reduction to the dynamics of the mating game. He also noted that new media creates opportunities for dialogue. Blitzer added her perspective, opining that new media buzz via online beauty sites offers attainable, sharable and no-cost response. “As an editor, you have to create something that really touches your audience,” she said.