

BRANDING BY MICHAEL PAOLETTA

ARTISTS GET HAPPY FOR CLINIQUE

Cosmetics Company Taps Rihanna, Julie Roberts, Ne-Yo For Perfume Song

Come September, Rihanna, Julie Roberts and Ne-Yo will be makin' happy in a new global campaign for the top-selling Clinique Happy fragrance.

In a strategic partnership with Island Def Jam, Clinique commissioned Ne-Yo to pen an original song specifically for the fragrance. The buoyant tune, "Just Be Happy," was then recorded by Rihanna and Roberts. The two decidedly different versions of the track skew hip-hop/pop (Rihanna) and country (Roberts).

"Just Be Happy" is the centerpiece of a holiday advertising and promotional campaign for Clinique Happy. Its goal, a Clinique representative notes, is to attract young consumers.

Rihanna and Roberts are leaders in R&B/hip-hop and country music, respectively, the rep adds. "They're the Clinique Happy consumer. They appeal to the women we want to attract."

Island Def Jam Records VP of strategic marketing and development Jeff Straughn agrees. Clinique Happy evokes great contemporary appeal, he says, while "Rihanna embodies a vision of the young, successful women of today."

Clinique Happy is also sponsoring Rihanna's summer tour, which commenced June 30.

Production Advisors president Lloyd Simon was instrumental in structuring the deal among Clinique, the artists, managers and labels.

"Just Be Happy" will be heard in Clinique Happy radio ads that begin airing in November.

The two Universal labels (Def Jam for Rihanna and Mercury for Roberts) are discussing the possibility of actively servicing the tracks to radio in the fall.

The Clinique radio ad campaign is preceded by an interactive Internet campaign commencing Sept. 1.

At the getyourhappy.com site there will be free MP3 and ringtone downloads of the two versions of "Just Be Happy." Rihanna and Roberts fans can also stream videos of the two recording sessions, which include interviews with the artists.

The Internet platform is the sole element of the campaign that includes images of the two artists. Otherwise, Rihanna and Roberts

are strictly the voices of Clinique Happy. An accompanying print campaign points people to the Web site.

In-store promotional activities are also planned for the holiday shopping season, including a gift with a purchase. Customers who buy Clinique Happy will receive five free music downloads at a to-be-determined online music store.



This is not the first time

Clinique Happy has incorporated music into one of its campaigns. Since its launch in 1997, Clinique Happy has featured such songs as "C'mon Get Happy" (Judy Garland), "Happy Together" (the Turtles) and "Make Someone Happy" (Jimmy Durante) in campaigns.

Throughout, Clinique Happy has sent a clear message that fragrance and music are emotional and personal. "Music is Clinique's way of entertainment," the Clinique representative says. "Our products are our heroes, and the music adds an entertainment element to our brand."

Rihanna's version of "Just Be Happy" was produced by Ne-Yo, while James Stroud handled Roberts' version.

Though financial details were not disclosed, the Clinique representative acknowledges that each participating artist was paid a flat fee.

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