

2026

Case April Always On

Challenge

April's rebranding to Planet Parfum has yet to gain strong market awareness, and the brand's perceived positioning still needs to move upmarket toward a more premium image.

For years, marketing and communication efforts have been duplicated without measurable ROI, contributing to declining in-store traffic. Customer engagement has relied almost exclusively on promotional incentives, most notably the IPXL competition.

Compounding these challenges, the arrival of Douglas and Sephora in Belgium introduces competitors with fundamentally different business models.

Priority markets: Wallonia & Brussels

Target audience: Ages 18–65, with a strong focus on younger demographics, predominantly women, but also men.



Objective

- Strengthen April's brand image and awareness
- Increase traffic in stores and on e-commerce
- Recruit new customers and reactivate lapsed ones

Marketing Solution

LE SOIR

Memostick

In the 30th of April, 2026 edition.



Print Solution

SO
SOIR

Colonne Expert

In the 2nd of May & 13th of June,
2026 editions.

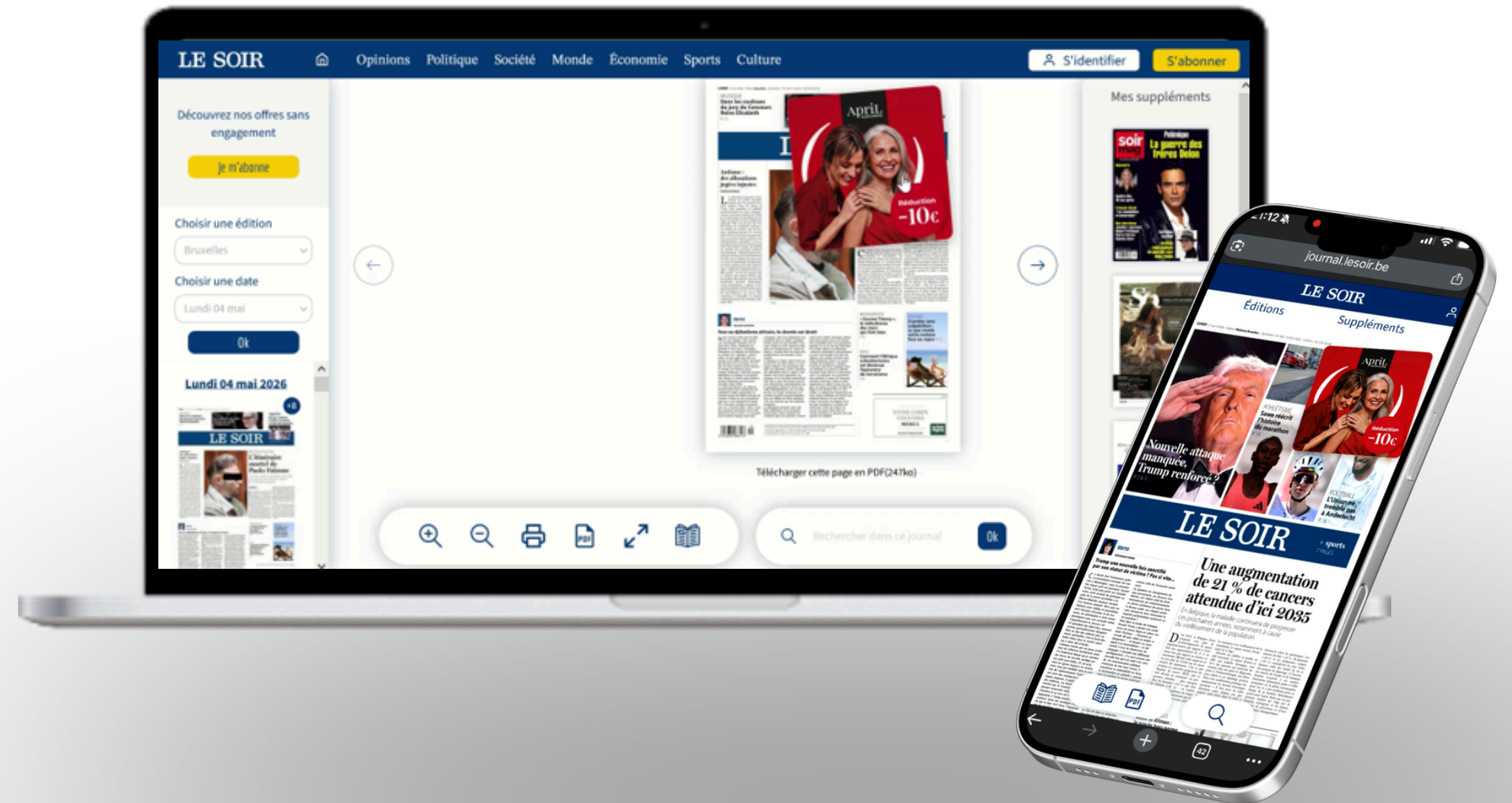


Digital Solution

LE SOIR

Memostick

Mobile & Desktop



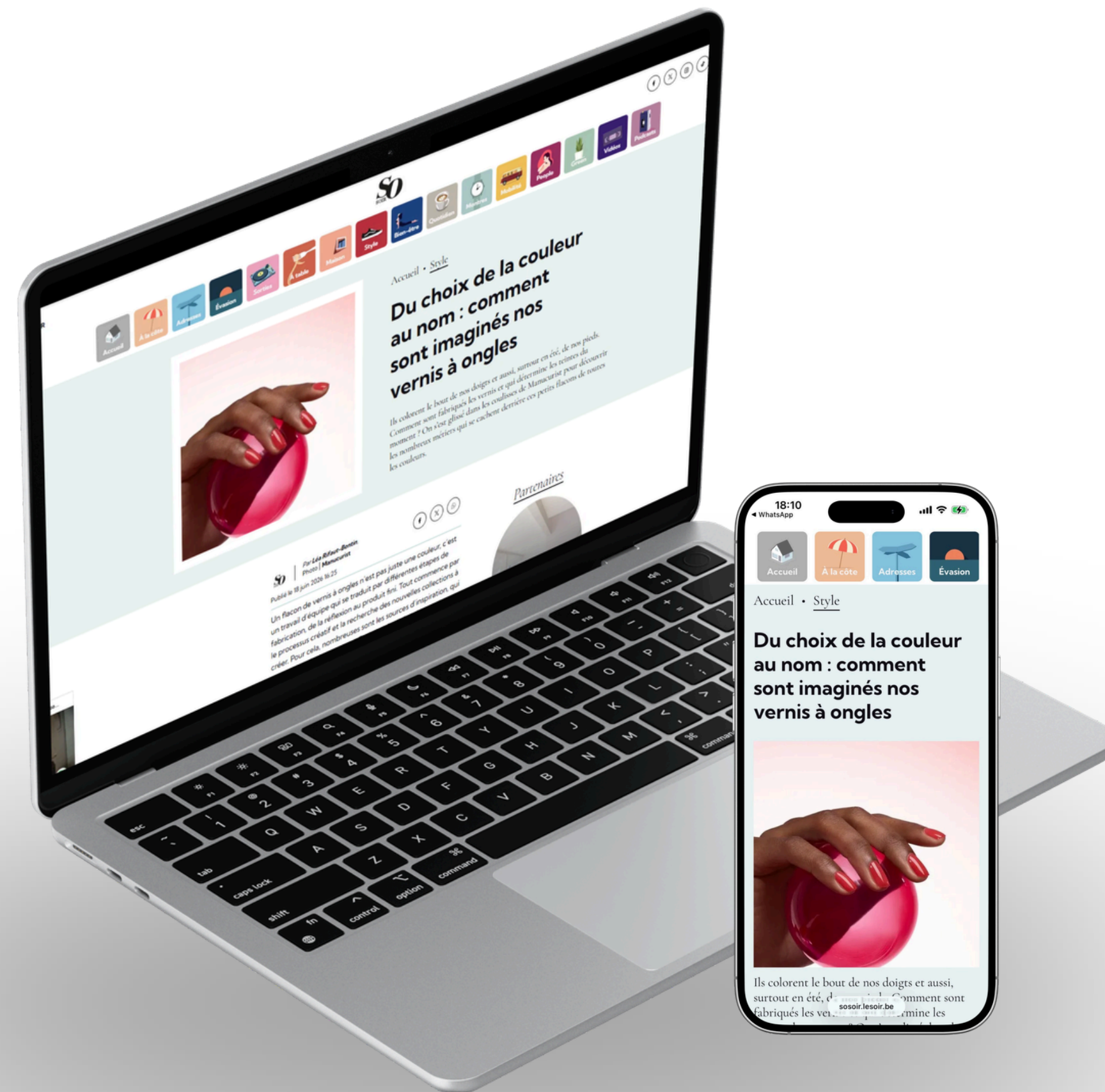
Digital Solution



Branded Content

14 Articles - Mobile & Desktop

From 11/05 to 31/12/2026.



Digital Solution

LE SOIR

max **So**
SOIR

Full Impact

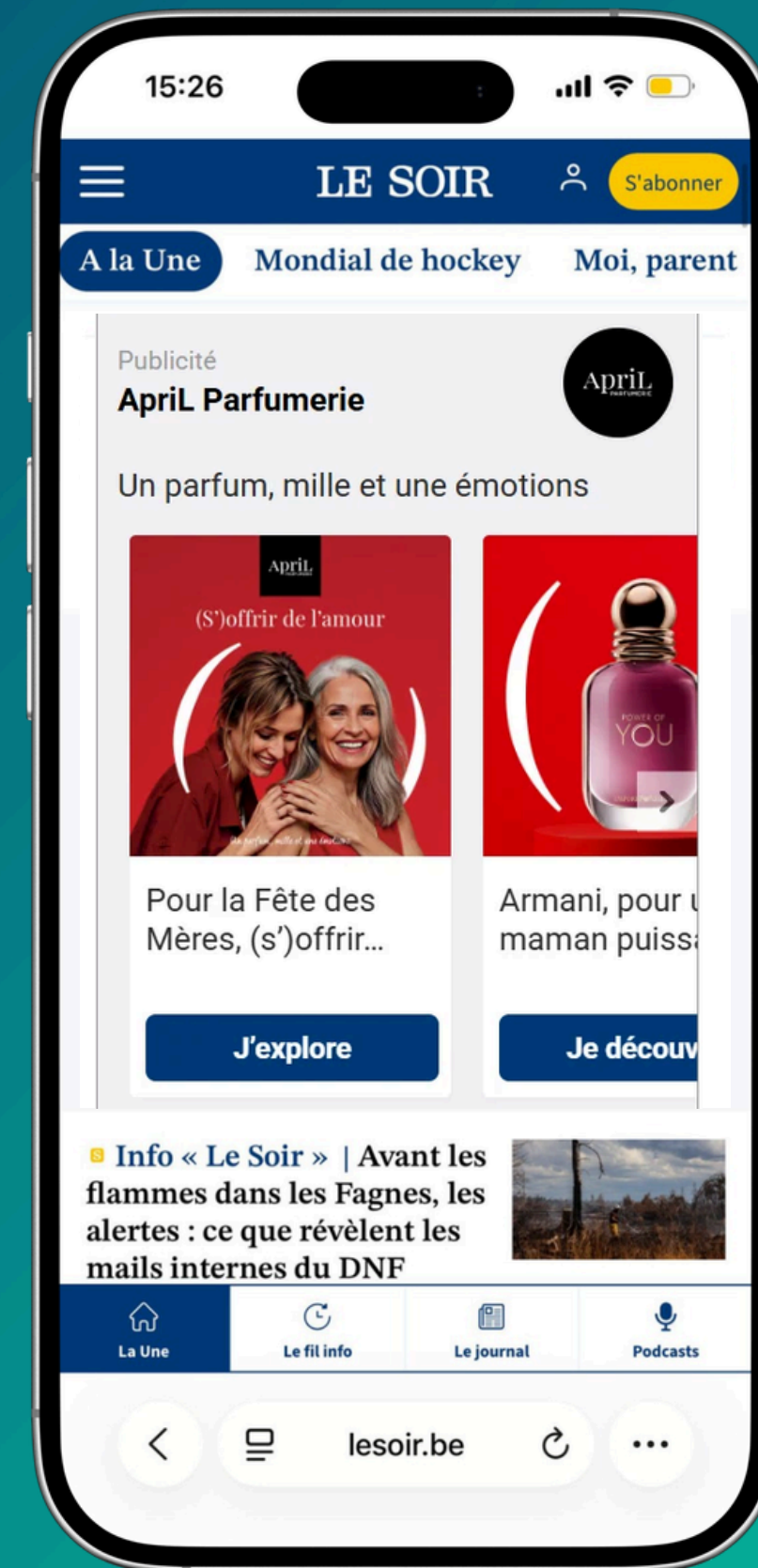
- From 02/05 to 08/05/2026.
- From 06/05 to 12/06/2026.



Digital Solution RON Rossel

Seamless Carousel

From 27/04 to 10/05/2026.

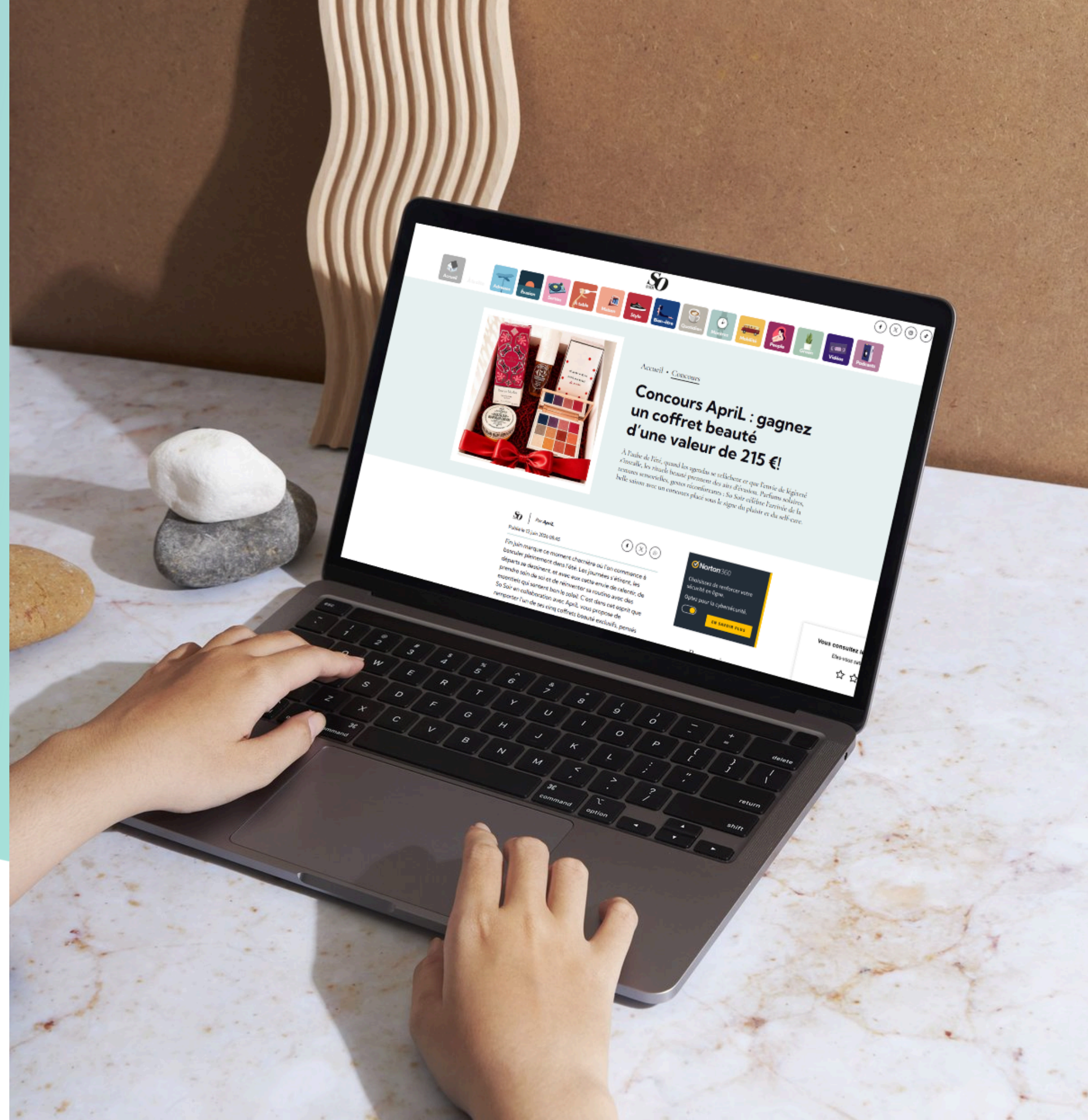


Marketing Solution



Giveaway

Launching on the 20th of June, 2026.



A close-up, slightly blurred image of a person's hand holding a smartphone. The phone's screen is visible, showing a light-colored interface. The entire image is overlaid with a semi-transparent blue filter. In the center, the words "THANK YOU !" are written in a large, bold, white, sans-serif font. The background shows the side of a person's head and their hand holding the phone.

THANK YOU !