



## **Majlis PR & Communications / Building brand awareness in the Middle East for Chantelle Group, a leading lingerie company.**

### **Challenge**

In 2006 the Chantelle Group wished to develop their brand throughout the Middle East, a region where the cultural and traditional sensitivities do not permit the portrayal of naked women in magazines or advertising and where lingerie is still somewhat of a taboo. Furthermore Chantelle does not distribute its products through its own stores but via partner outlets, which is uncommon in the Middle East. So an additional challenge was to educate the consumer to this new way of brand purchasing.

### **Strategy and Action**

Majlis PR & Communications took up the challenge to communicate about and promote Chantelle and Passionata, two of the Chantelle Group's lingerie brands, throughout the Middle East. Majlis implemented an adapted PR strategy, based essentially on press relations as advertising was not an option, to develop brand awareness despite the cultural barriers. Projecting a strong message and brand image, as well as developing close relationships between journalists and the brand, was our focus point.

### **Results**

A very high press coverage, even in Saudi Arabia, and the development of strong relationships with key journalists. The PR strategy set-up in the Middle East has become a role model for the development of Chantelle's PR in other countries.

