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CHANEL

When it comes to Print and Online Advertising, Chanel knows who they are targeting and exactly how to target them. Their prints include a variety of magazines and brochures.

However according to ,,,, “ Chanel sets *the* standard for the luxury brand experience, and it shows.” Recently stating that chanel is not big on selling their products online due to the simple fact of wanting the customers to have the full chanel customer experience.

When it comes to advertising their products, they make sure that everything is at high quality, this includes everything from products to their marketing. Which leads the reason as to why their products are not as broad etc.

### Social media

Chanel uses all platforms of social media from facebook to instagram, keeping all the viewers up to date. Almost daily posts about products are posted on these platforms.

Collaborating with influencers as well to uprise the products and bring in new potential customers. Variety of content uploaded on social media has a lot to do with behind the scenes work.

- Chansels Pr agency is Omnicom Media Group
- Elizabeth Riley Fraise is the Executive Director of Communications
- In the United states Chanel has their own outlet stores in the following locations:
- California
- Florida
- New Jersey
- New York
- Texas