

*The Society for Education, Information and Media e.V. (GPI), scientific association for multimedia, educational technology and media didactics, has awarded the Comenius-EduMedia-Awards for the 24th time in 2019 for exemplary digital educational media, DMP didactic multimedia products, AMP general multimedia products, LMS teaching and learning management systems, CKP computer games with competence promoting potentials. By awarding the Comenius EduMedia prizes, the GPI promotes outstanding European digital educational media in terms of pedagogy, content and design.*

*The award ceremony took place on Thursday, 27 June 2019 at 11.00 a.m. in Berlin.*

Our mobile game "Back to Fragrance basics", which already won the national "Mobile Learning Award 2019" in February 2019, was awarded from the Comenius committee in the category "Ethical, Social and Euro-cultural Education".



The "Comenius-EduMedia-Siegel" was awarded to the cooperation project "(Back to) Fragrance basics" (Basiswissen Duft").

In this project the traditional fragrance house Mäurer & Wirtz GmbH & Co. KG. and the Federal School of Perfume Retail (Bundesfachschule des Parfümerie-Einzelhandels e. V.) partnered with Innovation Campus Xtended Learning Solutions GmbH.

The awarded product is a multimedia learning app for apprentices and specialists.

### **Abstract**

As entertaining as a smartphone game and yet informative as a training app – this is the concept of the learning app “(Back to) Fragrance Basics” for apprentices and specialists. The Content includes everything from “raw material” to “product development”, the tools range from animation to quizzes. Texts and narrative are tailored to Generation Y.

**Product description**

The idea for “(Back to) Fragrance basics” was developed in the training department of the fragrance house Mäurer & Wirtz GmbH & Co. KG.

The family-owned business, which has been in operation since 1845 and produces and sells its own and licensed brands and fragrances in more than 100 countries, set itself a goal to provide basic know-how about the topic fragrance to the cosmetics industry. The company’s extensive experience has shown that there is a gap which needed to be filled.

Innovation Campus Xtended Learning Solutions GmbH became project partner for developing a learning app. Within their team was enbiz GmbH and the Designteam from Petzold Design who created the unique look and feel of the game and all animations. During the development, experts of various specialist departments of Mäurer & Wirtz collaborated with the Federal School of Perfume Retail (Bundesfachschule des Parfümerie-Einzelhandels e.V.).

Additionally, external professionals, professional associations and raw material suppliers were consulted.

To reach their target group in an optimal way, a Youthbook author adapted collaboratively created content to the reading habits of generation Y. Focus is on accurate content in form of an enjoyable reading experience.

Basic know-how about fragrance is transferred in a playful and entertaining manner via the app “(Back to) Fragrance Basics”. A virtual card game presents general information about fragrance, raw materials, fragrance development and product development. The Federal School of Perfume Retail has accredited this tool as a theoretical part of its training module fragrance.

“(Back to) Fragrance basics” has been translated into German and English –other European languages like French, Spanish, Polish and Hungarian are in the planning. Internationally recognized certification is being offered by each respective European partner organisations of the Association of the German Cosmetics Industry (Verband der deutschen Kosmetikwirtschaft (IDKW)).

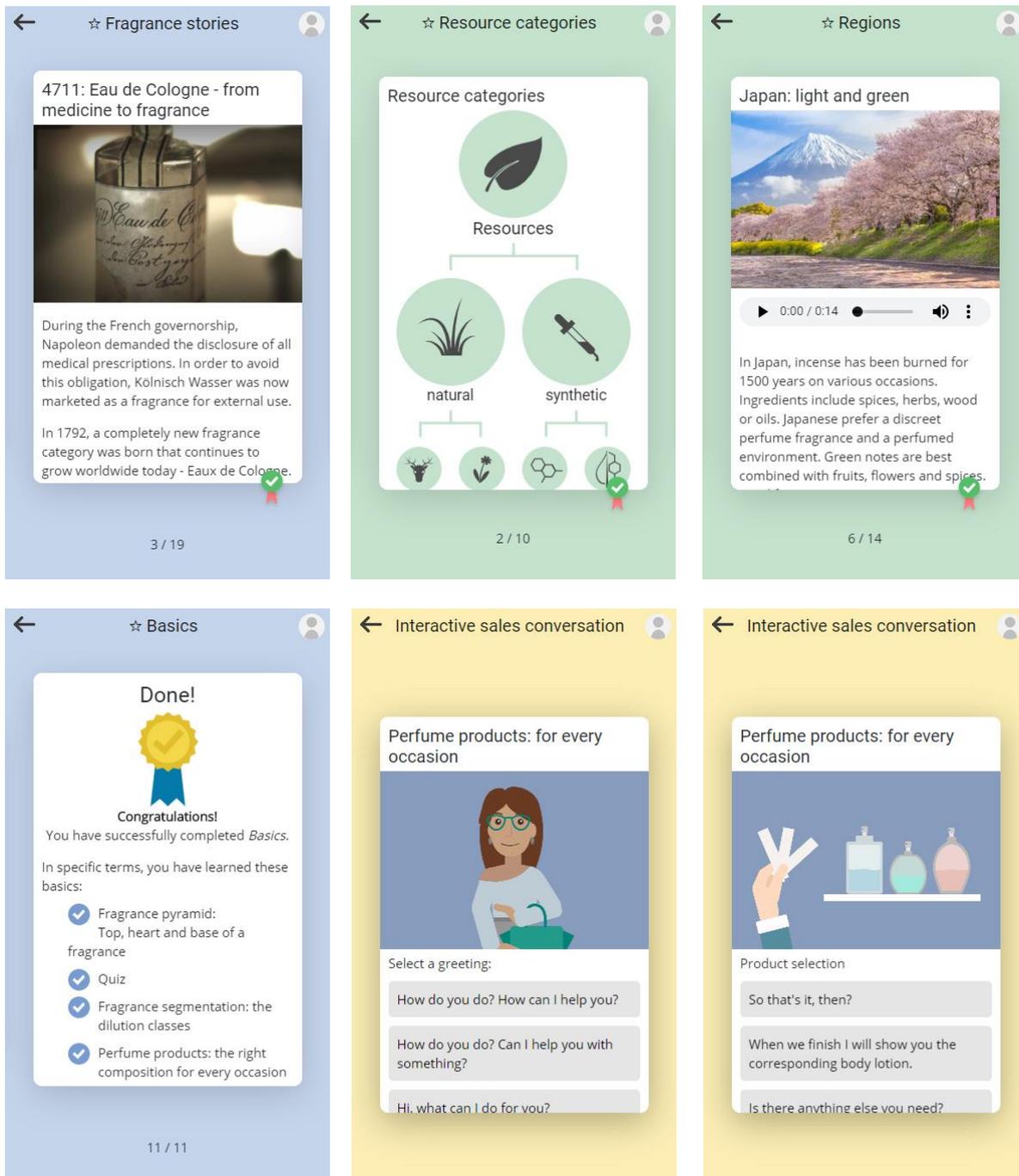
### **Methodical and didactical use case**

Well trained employees are more motivated and better at sales. They identify with the company and strengthen its brand awareness. The project goal was to train users about the basics of the topic fragrance to apprentices and professional staff members in perfume retail and authorised specialist dealers. Prior knowledge is not required: this brand neutral learning tool is beneficial both for beginners as well as sales professionals. The platform serves as an intro to the topic and as an addition to any face-to-face trainings.

It makes sense to use smartphones as mobile learning tool. Because they are omnipresent in the daily lives of the target group – whether at the bus stop or in the waiting room, a mobile device is in the hand at every occasion. This also could mean that the app, which is compatible with any regular Android and iOS-systems, can be used for learning during breaks. And because game-play entails the joy of learning, it was packaged like a game. The virtual card game is categorised in various topics. Content ranges from product information to the history of perfumes and even as far as sales pitches. At the same time complex facts are being explained in wider context. An animated avatar serves as a connecting element between the individual chapters. Apart from written easy to understand information numerous animations with audio commentary offer information for those learners who are “lazy readers”.

Complex subject matter is explained by using brain-conform and memorable analogies. At irregular intervals quiz cards open to test what the participant has learned. When answered correctly, users may proceed to the next level. To ensure a structured acquisition of information some of the topics are accessible only after some others have been completed. Learners can monitor their learning progress at any given time. Learning with the app “(Back to) Fragrance basics” is being rewarded more than once: with fun and success playing the virtual card game, with increased knowledge and a certified qualification. Participants with the highest score will receive a certificate of the IDKW. It has been approved as a theoretical training module for the vocational training of the Federal School of Perfume Retail.

## Some sample Screenshots of the cardgame:



## Links to sample animation clips

## 1. Introduction to chapter Raw Materials

<https://owncloud2.innovationcampus.net/index.php/s/lIxbe3jSd3vJWvD>

## 2. Process techniques: distillation

<https://owncloud2.innovationcampus.net/index.php/s/APmXyY9vrUhk3gM>

## About Innovation Campus

We are a small, highly specialized company that designs, creates and operates B2B training and learning platforms (e-learning) for international customers since 2004 in a national working and production network.

In addition to the jewellery company Thomas Sabo, our customers include the L' Oreal Group (with brands such as Yves Saint Laurent, Lancôme, etc.), the LVMH Group (with the brands Christian Dior, Givenchy, Guerlain, Kenzo...), the Shiseido Group (Shiseido, Issey Miyake, Elie Saab, Narciso Rodriguez, Dolce & Gabbana...), the Coty Group (Jill Sander, Calvin Klein, Boss,...).

Our range of services covers all processes from the implementation and operation of highly secure server systems to the design of interactive learning games. The implementation takes place in different IT, graphics & design teams throughout Germany.

The resulting learning worlds are available to sales staff at the POS of all distributors and are available in many languages worldwide.

In addition to winning several national e-learning awards such as:

***2014 Best Blended Learning,***

***2015 Best Learning Platform, 2015 Best Corporate Learning,***

***2017 Best Learning Platform, 2017 Best 360° Learning***

***2019 Best Mobile Learning Solution***

***2019 Comenius Seal for Ethical, Social and Euro-cultural Education***

Our success can also be seen in the strong demand from our customers.

For them, supporting the sales of their high-quality exclusive products with equally high-quality, exclusive digital training has become an important communication and information channel for sales at the international POS.