

Company news

Geneva, 29 January 2025

Givaudan unveils Guardians of Memories, a new game-changing digital experience on Roblox, the most famous gaming platform

This first of its kind gamification approach is an immersive, interactive, and educational journey dedicated to Gen Z and Alpha to raise their awareness of perfume creation.

Givaudan, the global leader in fine fragrance, is thrilled to present Guardians of Memories, an interactive and educational game available on Roblox, immersing future fragrance consumers from Gen Z and Alpha in the world of olfactory creation. With this game, players will embark on a captivating adventure that explores the powerful connections between scents, memories, and emotions. Available on Roblox – the most important gaming platform in the world with 90 million daily players – Guardians of Memories has been designed to resonate with young consumers in their preferred digital environment, to tap into the momentum of their interest in perfumes.

Anne Tayac, Head of Givaudan Business Solutions, says: “In alignment with our 2025 global digital strategy, we are committed to pioneering innovative and disruptive solutions that will maintain Givaudan as the creative partner of choice in our industry. The introduction of Guardians of Memories marks a significant step forward in shaping the future of our fragrance business, empowering the next generation to appreciate the art of perfumery. Additionally, we recognise that digital transformation is essential for deepening our understanding of consumers’ needs, enabling Givaudan to consistently deliver exceptional products.”

Arnaud Guggenbuhl, Head of Global Marketing Insight & Image Fine Fragrance, noted that: “With Guardians of Memories, we aim to engage the younger generation in an innovative, playful, and educational manner, using their own cultural codes to highlight the richness of olfactory craftsmanship. We place intellectual value and the artisanal skills that lie within the fragrance houses at the heart of the experience, transforming each perfume creation into more than just a product.”



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The success of this project relies on a close collaboration between the Givaudan Marketing & Digital Innovation teams, the Givaudan Digital Factory, as well as its external partners Digitalli, an expert in digital strategy, and Novelab, a pioneer in creating immersive adventure. "Among the wide range of innovative projects we develop for our customers, the Givaudan project stands out for its deep commitment to education and the transmission of olfactory expertise," explains Marine Le Gall, co-founder of Digitalli.

Givaudan aims to demystify the fragrance world by allowing individuals to experiment with perfume ingredients and composition through gamification. Utilising the Roblox ecosystem, Givaudan provides a secure platform for young people to learn, interact, and share their discoveries, fostering a community of future perfume enthusiasts.

About Givaudan

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good. In 2024, Givaudan employed over 16,900 people worldwide and achieved CHF 7.4 billion in sales with a free cash flow of 15.6%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at www.givaudan.com.

About Givaudan Fragrance & Beauty

Givaudan Fragrance & Beauty craft inspired fragrances to perfume lives and memories, and develop innovative beauty and wellbeing solutions that make people look and feel good all over the world. Nature is both our responsibility and our most precious muse. We are just as committed to sustainability as we are to creating innovative products that satisfy consumer needs and anticipate their desires. With a collaborative approach that favours co-creation, we have built a diverse portfolio across personal care, fabric care, hygiene, home care, fine fragrances, and beauty, reflecting our multidisciplinary expertise. This is Givaudan. Human by nature. Learn more at www.givaudan.com/fragrance-beauty.

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For further information please contact

Claudia Pedretti, Head of Investor and Media Relations

T +41 523 540 132

E claudia.pedretti@givaudan.com

Pauline Martin, Fragrance & Beauty Communications

E pauline.martin.pm1@givaudan.com

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