

INTERNET

Armani embraces Soundcloud to extend campaign awareness

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Armani's Armani Code men's fragrance

By JEN KING

Italian fashion label Giorgio Armani is extending the longevity of its campaign for the men's fragrance Armani Code with a soundtrack download.

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Luxury Daily

Though the campaign, featuring actor Chris Pine, debuted in April, Armani has continued to promote the fragrance to maintain consumer interest. By adding in a soundtrack element, consumers can take the campaign on-the-go, keeping Armani Code top of mind when the track is heard.

"Access is the foundation for fine lifestyle," said Paul Farkas, co-founder/CEO of [Accessory 2](#), New York.

"Armani nails brand messaging as access codes are both needed for entrance and insights toward evolving self and status, as well as unlocking content," he said. "The campaign is confident and clever, but most of all it is streamlined and bold.

"Who wouldn't want that dreamy scenario? With the right moves, attitude and fragrance, at least part of it can be attained, and the rest aspired for."

Mr. Farkas is not affiliated with Armani, but agreed to comment as an industry expert.

Armani did not respond by press deadline.

Listening in

Efforts on social media for Armani Code range from the fragrance's television commercial to testimonials from Mr. Pine. The latest effort piques consumer interest by suggesting they download the campaign's soundtrack.



Giorgio Armani Beauty
21 hours ago

Download the soundtrack of the new Armani Code campaign featuring Chris Pine: <https://www.unforgettablecodes.com/stories>



Prompt to download the soundtrack on Armani's Facebook

For the most part, Armani has kept its promotions of Armani Code to its beauty- and fragrance-specific social pages. This ensures that enthusiasts interested in beauty and fragrance have access to those particular facets of the brand's range.

A click-through on the provided link lands on Armani's "Unforgettable Codes" Web site and opens to the "Unforgettable Stories" section. First, the consumer can view the campaign video where Mr. Pine is shown in various social situations and how he is affected by a beautiful woman.

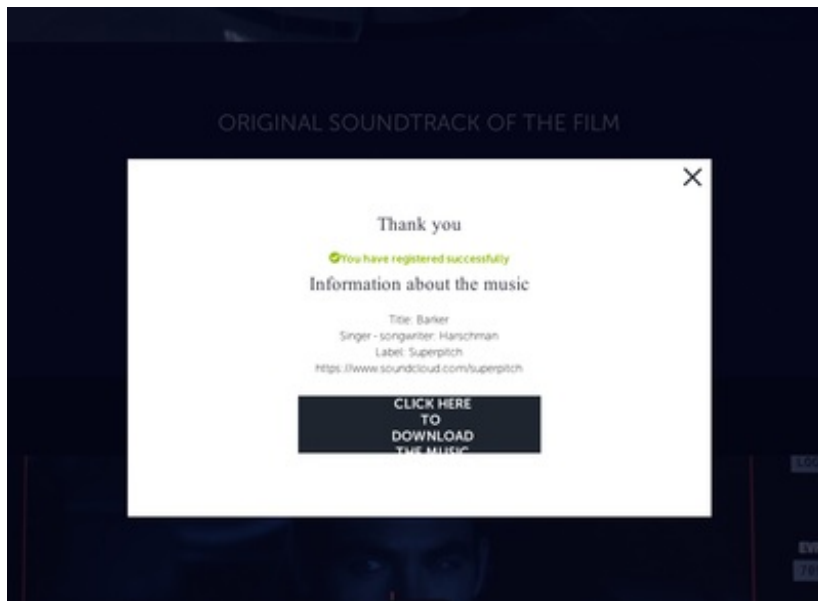
Embedded Video: [//www.youtube.com/embed/BZFr7Qz9dAc](https://www.youtube.com/embed/BZFr7Qz9dAc)

Armani Code - The Film featuring Chris Pine

Below the film viewer the consumer can download the original soundtrack of the film by clicking the registration bar. The registration page asks for the consumer's email and includes a box to select if interested in receiving Armani's beauty and fragrance newsletter.

Once the consumer is registered a new pop-up box loads that includes the song's title and artist's name. A link is also included to download Harshman's "Barker," a 45-second

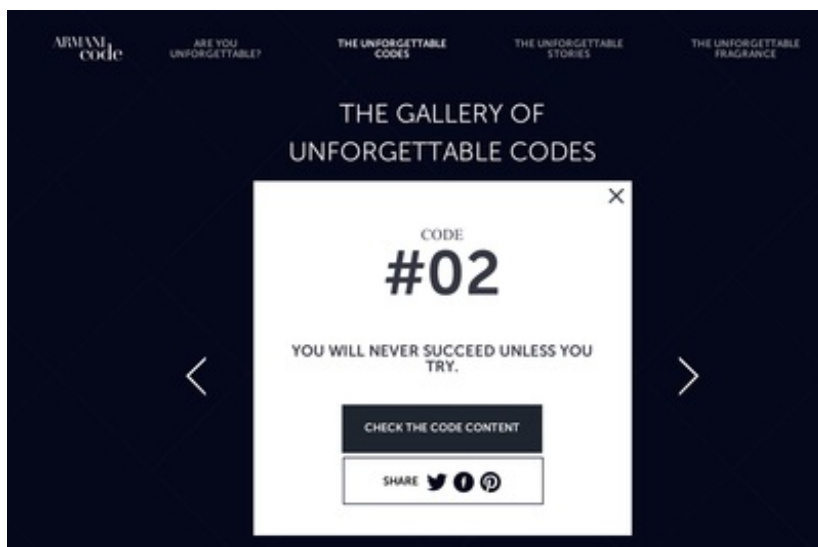
remix of the overture of Gioachino Rossini's opera "The Barber of Seville" from SoundCloud.



The consumer then has the option to either share on Facebook or Twitter. The automatically-generated post reads "You just downloaded the original soundtrack of the Armani Code film #UnforgettableCodes #ArmaniCode" and features the link to the Unforgettable Codes Web site.

Armani's Unforgettable Codes Web site also includes a behind-the-scenes video of the Armani Code television commercial and a photo gallery.

In addition, the microsite includes a gallery of 18 unforgettable codes that can be shared on Twitter, Facebook or Pinterest. Codes include mantras such as "be passionate, but always keep control," "having a sense of humor makes all the difference" and "show some creativity and spring up a surprise."



Gallery of Armani Codes, number 2 of 18

Another section prompts consumers to take a quiz titled "Are you forgettable?" The consumer answers six questions that define words such as seduction and answer how elegance is achieved.

An adjective is then assigned, such as captivating, which can be shared on social media.

Lastly, the consumer can learn about the Armani Code fragrance range. The microsite can be accessed [here](#).

The sound of a brand

Like SoundCloud, music-sharing platform Spotify helps luxury brands identify and engage with consumers without an overt-advertising feel.

Brands including Bergdorf Goodman, Pierre Balmain, Hugo Boss and Rebecca Minkoff have used Spotify to create and share playlists that embody the brand's character. Through a program like Spotify, brands are able to connect with consumers through a more emotional form such as music ([see story](#)).

For example, Italian fashion house Gucci expanded the reach of a social video with a Spotify hub that featured playlists by popular DJs.

Gucci's Spotify profile was part of a larger social media campaign that launched March 11 for the label's Bamboo Fringe handbag, which showcased a number of female DJs' interpretations of the bag. Spotify tends to be dominated by millennial consumers, pointing to a younger, more aspirational target audience for this campaign ([see story](#)).

When music is selected for a campaign, the song choice must align with the brand's image, but also be popular enough to be a part of the consumer's larger musical lexicon.

"The music is well-produced and catchy, but probably won't drive additional viral sharing," Mr. Farkas said. "Fans want music from artists they love and opportunity to share live experiences.

"It's a right-time streaming and experiential culture," he said. "Chris Pine is a great choice and exudes Armani style.

"Unlocking a cinematic short would have built on this more than audio. Unlocking codes as a mantra is perfect overall, an ongoing brand microsite should continue to proffer lifestyle lifecoaching tips adjoined with some global experiences."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/uY5nsuBrPOg](https://www.youtube.com/embed/uY5nsuBrPOg)

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