

INTERNET

Berluti introduces superhero identities quiz to determine style

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Berluti superhero quiz

By NANCY BUCKLEY

French leather goods maker Berluti wants to know if its consumers are more of a Bruce Wayne or Clark Kent kind of guy.

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Luxury Daily

The brand is asking social media followers to take its quiz based on their personal fashion choices to determine which superhero they are most like. Berluti's quiz engages consumers in a playful manner, but manages to relate both characters' styles to the brand.

"At first glance, a quiz is not a typical luxury branded content item that one would expect to see, especially when referencing superheroes," said Sebastian Jespersen, CEO and founder of [Vertic](#), New York.

"It is clear that the user journey is to first engage the male audience through the context of a superhero quiz in order to differentiate and position Berluti's product lines that will support users to find products and engages its audience in a way that universally is positive and easily recognized," he said. "The context of the quiz allows users to find which superhero fits them best in order to define an associated personal style."

Mr. Jespersen is not affiliated with Berluti, but agreed to comment as an industry expert.

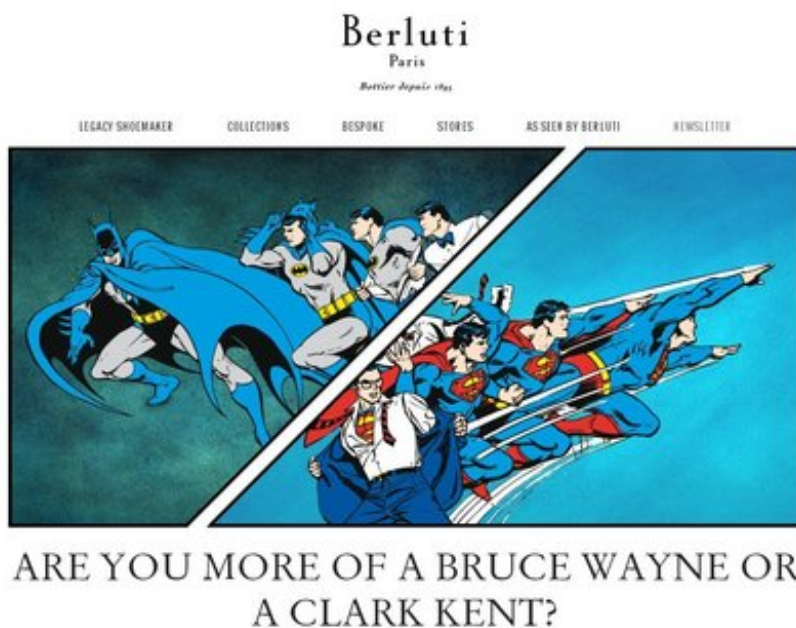
Berluti was unable to respond by press deadline.

Clark and Bruce

The quiz asks the consumer questions about their own personal style decisions and tastes.

Berluti's first question is "For you, wearing a T-shirt under a shirt is:" and three options follow. These include "proof of a serious lack of taste," "an option, for a T-shirt can serve to hide many things..." or "the question never comes up, because you always wear a T-shirt, but without a dress shirt over it. However, you don't go as far as rolling up the sleeves."

The "rolling up the sleeves" comment is hyperlinked to a click-through page of an article from Berluti asking "Why do some men roll up their tee-shirt sleeves?"



Quiz for consumers

Every question has three options to be answered with many hyperlinks for consumers to learn more about the options.

There are 10 questions before the quiz taker receives his results. The two options are Clark Kent or Bruce Wayne. Clark Kent is an undercover superhero, Superman, who dresses like the ordinary man. Bruce Wayne, Batman, is an uncommon gentleman and is typically seen in a suit.



WHICH SUPERHERO ARE YOU ?

YOU ARE CLARK KENT, THE GENTSY

SHARE  

You are more of a Clark Kent, Superman's cover. Your everyday suit is low-key, efficient and comfortable. A second skin that hides your true nature – untamed and independent.

[Read Clark Kent's profile](#)

Clark Kent result

The two superheroes have very distinct styles that are often recognizable by comic fans and other, non-enthusiasts.

This is an online extension of Berluti's store windows displays, where silhouettes of the two men are seen behind apparel. The windows will remain up through Sept. 10.

Comic fans

Comic book characters and superheroes are easily recognizable by many consumers across the world, therefore creating a solid base for campaigns by global brands. Also, contrasting the familiarity, sometimes being physically present in a comic can drive attention from a specific market of consumers.

For instance, Toyota Corp.-owned Lexus appealed to Marvel comic book enthusiasts with an extensive bit of product placement in an “Agents of S.H.I.E.L.D.” custom issue.

The 21-page issue was titled “The Chase” and prominently featured the Lexus GX in a majority of panels. Since the issue is only the first chapter of “The Chase,” Lexus has ample time to make an enduring impression on this niche audience ([see story](#)).

On other occasions creating a personalized comic can also drive attention to a campaign.

For example, Italy's Prada expanded the narrative of the female protagonist in its Candy fragrance campaigns with a comic book.

Housed on a dedicated section of Prada's Web site, the comic book takes Prada's “Candy” character on a sci-fi journey to discover the newest Candy fragrance, Candy Florale. Creating a comic book, rather than a social video, to tell this aspect of Candy's story allowed Prada to hold consumer attention longer using a more engaging format ([see](#)

story).

Divulging consumers into a comic series or comic characters mixed with the brand can change consumers' perspectives of the comics as a part of the brand.

"Berluti's products becomes the primary catalyst and channel that will allow users to become the super hero they aspire to be," Mr. Jespersen said.

"This reinforces the associated brand values and life style aspiration between the user, the brand and the super hero, and subsequently a means to attain this through the respective super hero fashion style," he said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York, NY

Embedded Video: [//www.youtube.com/embed/oF-1_PNuNqQ](https://www.youtube.com/embed/oF-1_PNuNqQ)

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