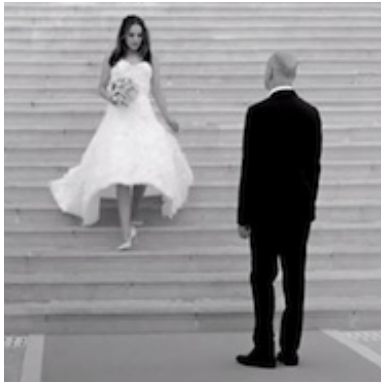


INTERNET

Miss Dior says “I don’t” in runaway bride storyline

February 6, 2015



Scene from It's Miss, Actually by Dior

By JEN KING

Christian Dior is celebrating independent women through a narrative twist in its new campaign effort for the Miss Dior fragrances.

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Luxury Daily

Directed by Anton Corbijn, the campaign reprises actress Natalie Portman’s role as Miss Dior to tell “the story of a singularly beautiful and inspiring woman taking the boldest of steps toward a future wholly hers.” With Valentine’s Day a little more than a week away and nearly all campaigns focusing on love and romance, Dior’s campaign will likely stand out due to its refreshing approach to romantic fulfillment.

"I think Dior did an excellent job here of creating a marketing campaign that promote self gifting and traditional gifting across the board," said Matthew Marchak, CEO/president of [The Eighth Floor](#), New York. "This essence of "freedom" speaks to the masses and the mini site promotes this sentiment in an alluring yet subtle manner."

Mr. Marchak is not affiliated with Dior, but agreed to comment as an industry expert.

Dior was unable to comment directly.

I do’s and don’ts

The campaign for spring 2015 features a “brand new, bolder-than-ever Miss Dior” as the character, played by Ms. Portman, prepares for her wedding.



Promotional image for Miss Dior with Natalie Portman

Dior promoted the “It’s Miss, Actually” video socially, with a “save the date” teaser that showed the first eight seconds of the film. But, on the brand’s YouTube channels, additional teaser films shared show snippets of the full length effort and used the hashtag #ItsMissActually to generate conversation along with the release date.

"Social media has made information readily available on an instantaneous level, which often times leaves the reader or consumer with little or no chance of surprise or anticipation," Mr. Marchak said. "At The Eighth Floor Communications, we are constantly challenged with trying to find engaging ways to excite our clients' consumers without alienating or frustrating them.

"By time-releasing the materials for this campaign, Dior mastered this concept and developed a platform that created increasing attention from sneak peak to launch," he said.

The full video tells the story of Miss Dior getting ready for her wedding day and walking down the aisle only to have a change of heart.

In the first scene, a bellboy brings Ms. Portman her bouquet and mistakenly calls her “madam” only for Ms. Portman to correct him saying, “It’s Miss, actually,” thus generating the video’s title and hashtag used throughout the campaign.



Still from Dior's It's Miss, Actually

Dressed in a wedding gown, Ms. Portman walks out of a building and is accompanied down the aisle by her father. The video is set to Janis Joplin’s “Piece of my Heart” and the

viewer can see the doubt in Ms. Portman's expression as she walks to meet her fiancé at the altar.

Just as her father is about to give her away, Ms. Portman places a flower from her bouquet into her father's lapel and apologizes. She quickly turns around and rushes back down the aisle with a smile of relief on her face.

When down the aisle, she kicks off her heels, hikes up her gown and begins running back toward the house as she throws her bouquet behind her. The next scene shows Ms. Portman in a field where she removes her wedding gown to reveal a little black tube dress.



Runaway bride scene

As Ms. Portman stands on a seaside cliff, a helicopter's shadow comes into view and drops down a rope ladder. During Ms. Portman's climb, flower petals fall from the sky.

The helicopter pilot kisses Ms. Portman's neck as the duo fly over the ocean before the top of the Eiffel Tower comes into view. The video ends with Ms. Portman saying "Miss Dior by Christian Dior" with the Parisian landscape shown in the setting sun.

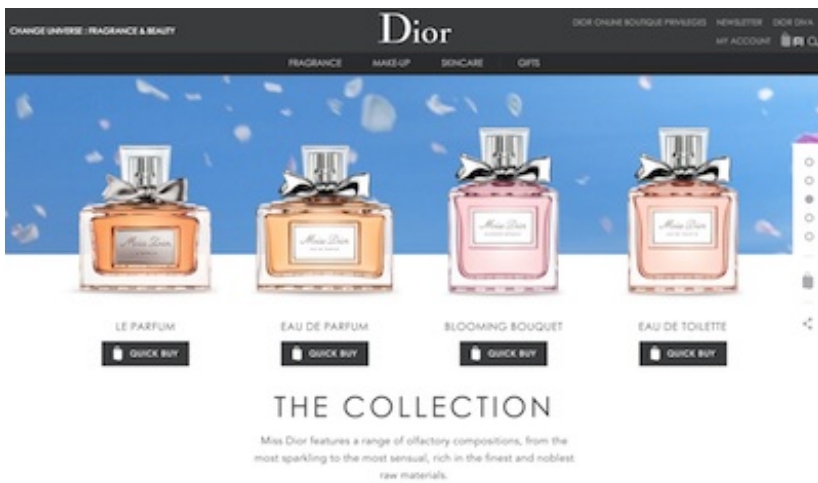
Dior also included the official director's cut version that extends the scenes shown in the 47-second version shared on Facebook. This version was shared on YouTube as well as included on the Miss Dior Web page.

Embedded Video: <https://www.youtube.com/embed/ZpfOizotVSQ>

Miss Dior - It's Miss, Actually - Official Director's Cut

Dior has created a dedicated Web page for the It's Miss, Actually effort. Here, the consumer can explore Miss Dior, a "fragrance of freedom." This section includes copy that reads, "Miss Dior was a gamble. A shock that nobody was expecting. A breath of freedom," to drive home the narrative.

The Full Miss Dior line includes the Le Parfum, Eau de Parfum, Blooming Bouquet and an Eau de Toilette. The site allows for quick buys through a prompt set below each fragrance bottle.



Miss Dior fragrance collection

In addition, Dior features a brief heritage section recounting the creation of Miss Dior in 1947 by the brand's namesake founder. In nearly all Dior campaigns, Mr. Dior is mentioned to pay tribute and ensure consumers that his vision has not been depleted since his death.

The final section of the It's Miss, Actually microsite shows the creative process with a behind-the-scenes video, the director's cut and brief bios of Mr. Corbijn, Ms. Portman and Ms. Joplin. In this section, consumers are also encouraged to explore Dior's Tumblr account for additional content.

Chapter updates

Extending the narrative of a character within a campaign keeps the consumer engaged and lends an anticipatory air to a marketing effort.

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 took 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](#)).

Similarly, Ms. Portman returned as Miss Dior when Blooming Bouquet was introduced in February 2014. Due to the popularity of Miss Dior, introducing Blooming Bouquet with a campaign featuring longtime ambassador Ms. Portman helped maintain interest in the new fragrance ([see story](#)).

An off-kilter wedding narrative is more likely to stay in the minds of consumers over one that is fantastical or played out.

"Honestly, from having a good group of female friends of my own as well as a number of clients whom focus on the female demographic, I think weddings are always on the mind of a woman around Valentine's Day," Mr. Marchak said.

"Dior simply, and intelligently, took this understanding and amplified it a beautiful and engaging way that is sure to capture the attention of consumers," he said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/ZT3srHK84iY>

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