

INTERNET

Giorgio Armani Beauty urges women to say yes

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Cate Blanchett models for the Giorgio Armani Si print campaign

By KAYSORIN

Italian fashion label Giorgio Armani is challenging women to say “Sì” to new adventures and especially to the brand’s new fragrance of the same name.

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"The Courage to say 'Sì'" shows a number of women in various situations attempting to work up the confidence to do something they are unsure of. Giorgio Armani has been teasing consumers with clips from this longer piece for the past several weeks before releasing the entire film.

"This is a beautiful, inspiring film, which portrays an aspirational image of a modern woman," said Dominic Tremblay, president of **Tuxedo**, Montreal. "She seems active and empowered – sports, business – and therefore this will resonate strongly with the aspirations of today’s women in [the 25-35] age group.

"If we look at women in 2015, they are in control of their life, active and professional, so this representation makes sense with the audience," he said. "Strategically Armani Beauty is stronger with its men’s fragrances, such as Aqua Di Gio.

"This is most likely a business strategy to grow the women’s portfolio."

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

Giorgio Armani was unable to respond by press deadline.

Just say yes

The video opens with scenes of a few different women walking up to encounters that may cause them some anxiety. One approaches a piano in a packed auditorium, another walks to the end of a high diving board, a third rolls up to an empty road on a motorcycle, a fourth glances at a group of men in a crowded restaurant and a fifth prepares for a photo shoot.



A woman in the video prepares to jump off the high diving board

In preparation for her upcoming moment of truth, each woman takes a deep breath and closes her eyes, gathering up her courage for what will come next. Then she opens her eyes and looks directly at the camera with a gaze that seems to say, "Yes, I can do it."

"The mood, light and models are all very beautiful and reflect the excellent brand image territory," Mr. Tremblay said. "I believe it is consistent with the brand today."



A different woman pulls down her visor before speeding off into the distance

The women begin to take action and do the things they are most afraid of. The musician plays beautiful music to the audience, the diver takes the high jump, the traveler speeds off on her motorcycle, the woman in the restaurant approaches a man and kisses him and the model strips off her robe and walks onto the set.

In the background, a voice urges women to say “Sì” to whatever comes along. “Sì to courage,” the voice says, “Sì to love, sì to emotion, sì to destiny, sì to myself.”



This couple kisses after the woman worked up the courage to approach him

Encouraging women to follow their passions is an excellent strategy for this campaign. It is exciting and enthusiastic, and women will likely be eager to buy a fragrance that promotes such a positive and empowering message.

Embedded Video: <https://www.youtube.com/embed/Kc5pdmZA91o>

Giorgio Armani's "The Courage to say Sì" video

Points of view

Giorgio Armani's Sì campaign has been running for a few months now, but previously revolved around an effort centered around a film with actress Cate Blanchett. The Italian label created an online space for its new fragrance, Sì, through mobile advertisements and a microsite for the scent.

On Harper's Bazaar, a Giorgio Armani ad took over the entire screen as readers tried to look at the publication on their smartphone. The full-screen ad played a video for the fragrance, which can also be seen on the microsite and allows the scent to have more of a personality ([see story](#)).

The brand often uses creative videos to connect with its consumer. In 2014, Armani increased consumer engagement by placing the viewer in the protagonist's role for its Acqua di Giò campaign video.

By clicking an icon on YouTube's viewfinder, the consumer could alter the perspective of the video to see the model's point of view or watch the scene normally. Although the viewer is not truly a part of the effort, allowing the consumer to decide how to watch the video increases engagement and is more likely to leave an impression ([see story](#)).

This new video is an excellent example of this type of strategy. It is both emotional and accessible for the consumer.

"It is great that this campaign uses social media to create engagement and build a sequence of stories," Mr. Tremblay said. "However, the main video gives away the plot.

"It is very predictable that the model will say 'Sì' – it is the product's name – so I am not certain of the quality of the storytelling," he said. "Unless we will be surprised by the next content pieces, I feel this will be a beautiful video to watch but the stories could have been a lot more interesting and less predictable."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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