

FRAGRANCE AND PERSONAL CARE

Gucci's visual representation of fragrance hopes to shatter society norms

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The new Gucci Guilty ad campaign featuring Jared Leto

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Italian fashion label Gucci's creative director is continuing to leave his mark with the house's latest fragrance ad that blends the brand's essence with edgy content and a celebrity presence.

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Jared Leto is the new face of the fragrance Gucci Guilty and brings his eccentric style to the brand's recent ad campaign. The video's cinematography leans on Gucci's iconic look with a touch of promiscuity that breaks traditional society rules to show off the fragrance's uniqueness.

"The video, visual marketing, is an increasingly a critical element of the modern marketer's mix," said Michael Becker, managing partner at **mCordis**. "QuickSprout notes that "content with relevant images gets 94 percent more views than content without relevant images."

"When it comes to video, it helps tell the brand's story; it is a core element of the experience individual's can have with their brand," he said. "Videos educate and entertain; they can solidify the emotional bond between the individual and brand.

"In fact, these video outcomes are rooted in research. Nielsen has produced insightful studies on the effectiveness of video advertising across different formats and media, like TV and Facebook."

Mr. Becker is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci did not respond by press deadline.

Blending the norm

Gucci Guilty's new ad campaign shows the undifferentiated relationship between three individuals in an elegant manner. The video weaves in subtle sexuality in a way that is less obvious than its past campaigns.

The video's blurred relationship lines are meant to show the untraditional notes for the latest Gucci Guilty scents, which blend classic males scents into its women's fragrance. Gucci believes it is breaking the norm with its latest scent and its ad campaign hopes to capture that.



Actors spray Gucci Guilty while in the bathtub

The 30-second spot was filmed in Venice to encapsulate the essence of the city's history in straying away from the norm, according to Gucci's Facebook. The short opens with the image of a gondola gliding across the city while powerful yet elegant instrumentals are played.

Actor Jared Leto is featured with two women cavorting in a luxury styled bedroom and bathroom that boasts a classic Italian feel. While in a bathtub, one woman can be seen spraying her wrists with Gucci Guilty, which Mr. Leto then smells.

Making his mark

In January of 2015, Gucci announced Alessandro Michele as the house's new creative director after the dismissal of Frida Giannini ([see more](#)). Since then Mr. Michele has been aggressive with making his mark on all aspects of the brand.

Gucci has taken to a wide range of digital channels to share the new campaign, allowing users to view the 30-second clip on Facebook and Twitter but allowing YouTube users and visitors to its Web site see a full director's cut. The fashion label leveraged Snapchat to share a 10-second version and created a direct conversation with fans by encouraging them to message the account to see an uncut version.



Be one of the first 100 people to send me a private message and I will send you a link to the uncensored Gucci Guilty video. #GuiltyNotGuilty

Gucci's Snapchat teases new Guilty campaign

Mr. Leto took over the brand's Snapchat account when he was announced as the face of the campaign, and the actor did another takeover for the campaign launch. Gucci is also promoting the hashtag #GuiltyNotGuilty to encourage social media users to discuss the campaign.

The Gucci Guilty video in its entirety is also featured at the top of the brand's Web site weaved in with products.

"Executed properly, and by drawing on resources like Nielsen and QuickSprout, Gucci can expect increased views, brand engagement and emotional attachment, all of which should eventually lead to sales," Mr. Becker said.