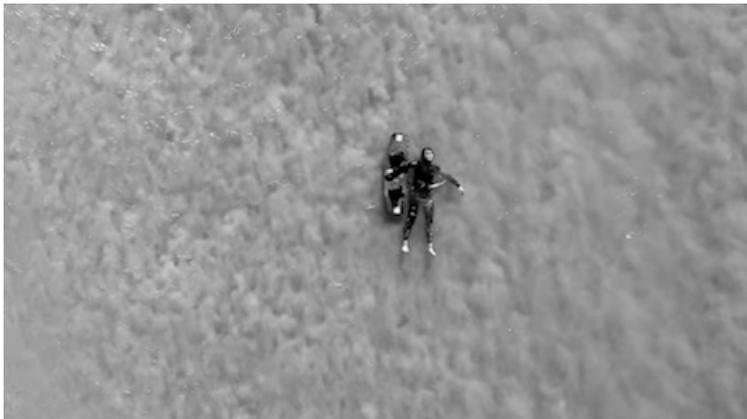


FRAGRANCE AND PERSONAL CARE

Armani film series conquers nature to underscore Acqua di Gi's intensity

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Video still from Armani's The Scent of Life, episode 1

By JEN KING

Italian fashion label Giorgio Armani is braving the elements to take viewers on sensorial experience for its Acqua di Gi fragrance for men.

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Giorgio Armani's new video series, "The Scent of Life," will profile different extreme athletes who demonstrate a command and strong relationship with nature within the confines of their sport. Adrenaline-inducing tasks and extreme sports are common themes in men's fragrance marketing, used to compare a brand's cologne to an intense experience.

"Male consumers with a persona similar to Tom Court, will identify with the story-telling aspect of Tom's personal story. This is where a deeper connection to consumers can be made as most consumers can identify with overcoming their fear and finding their true calling.," said Sebastian Jespersen, co-author of [Entangled Marketing](#) and founder/CEO of [Vertic](#), "In terms of the scent, it will only be identified through its link to the story - what Armani did well is move away from a product focused storyline and into a humanistic and relatable one; where the product takes on an indirect role rather than being the featured star."

"Without Tom revealing the personal history behind his profession, the scent would purely be about the product message and become purely tactical while incapable to identify with customers," he said. "The scent is only a small part of the bigger story in what the ad is actually addressing and it would take away from what makes this truly unique: Tom's personal story."

"This is a compelling storytelling exercise from Armani and what would be interesting is to see what will follow. It is not sufficient to engage the Armani customer for just few minutes, as this short-term engagement will end after the video concludes. Armani misses the opportunity by not providing their audience with a value adding experience to compliment this amazing story and where the brand can truly entangle with their consumers (and in doing so, earn a larger [Share of Life](#))."

Peak awareness

The first episode of Armani's *The Scent of Life* features professional kiteboarder Tom Court.

Armani describes Mr. Court's appearance in the film as "strong and soft at the same time, intense yet elegant, precise yet instinctual. He overcomes obstacles, fuses with the ocean and the wind and feels deeply alive."

Episode one of *The Scent of Life* begins with Mr. Court standing on the coastline, speaking of the importance of awareness of the elements, especially when spending time in the ocean due to its unpredictable force.



Tom Court stars in Armani's The Scent of Life, episode 1

His monologue continues to tell the viewer that as a child he was afraid of the water, but now, due to his understanding of the elements, the ocean has become a driver. Through his keen awareness of the elements, he says he has challenged himself to defy the standards of his sport, injuries and concerns.

Black-and-white scenes show Mr. Court in and around the ocean and gearing up to ride his kiteboard through the surf.

Armani's nearly two-minute video ends with Mr. Court saying, "These are the most important things i've learned, they shape you. I'm Tom, I'm 28-years-old and I am a professional kitesurfer."

Although produced to promote Armani's *Acqua di Gi*, the cologne is not mentioned within Mr. Court's dialogue. Instead, as the video ends, the screen goes black and text appears with the *Acqua di Gi* logo in the center.

Armani / The Scent of Life - Tom Court - Episode 1

A YouTube survey asks viewers at the end of the film if there is interest in the second episode. Votes are about split, 50-50, as of press time. Armani has yet to unveil the rest of the series, but the upcoming films likely follow a similar extreme watersport, athlete theme.

Fragrance intensity

Water is a main component of Armani's *Acqua di Gi* marketing. In a 2014 campaign, Armani increased consumer engagement by placing the viewer in the protagonist's role.

Armani's digital video starred Italian swimmer Luca Dotto as a David-like character who emerges from a block of stone. The video began with waves of water crashing against a roughly-cut, black stone before Mr. Dotto is shown emerging from the rocks and diving into the light of the sun ([see story](#)).

In a similar effort to Armani's *The Scent of Life*, French atelier Chanel encouraged adventurous and active males to dive, glide and slide in a push for its *Allure Homme Sport* fragrances.

The fragrance campaign encouraged men to "own the experience" through the use of 360-degree videos housed on its Web site as well as its branded YouTube channel. With limited product offerings for male consumers, Chanel must capture the spirit of its intended consumers in a relatable way, playing to interests rather than its brand infamy ([see story](#)).

"More and more brands are stepping out of their traditional boundaries, and trying to elevate their brand by actively being involved with their consumers' lives at Vertic, we call it **Share of Life**," Mr. Jespersen said. "Armani is effective in its campaign approach as they are able to accurately tell the story behind athletes and their drive behind why they compete so hard in sports.

"In Tom Court's case, he started out with a fear of the ocean, but overcame that fear by finding his love in kite surfing," he said. "Often, there is a driving force that may propel men to conquer their fears and find a unique passion for doing so. The connection to adrenaline from sports only makes this passion even more potent.

"By providing a narrative that rests on overcoming odds and never quitting, Armani appears more humanistic, thus more relatable as a brand to male users that have the same moral standing as an individual like Tom. Therefore, the piece does a sufficient job of making this connection to men and associating their brand to understand their consumers' needs and can help further shape their future."

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