

ADVERTISING

Louis Vuitton debuts latest Core Values ad with Angelina Jolie

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By KAYLA HUTZLER



Louis Vuitton is tapping actress Angelina Jolie to benchmark its

Core Values campaign, targeting wealthy jetsetters through a dedicated site and print advertisements.

The campaign consists of a two-page print ad that directs viewers to a Louis Vuitton microsite. With her humanitarian work and reputation for travelling, Ms. Jolie appears to be a good fit.

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"Luxury brand marketers are in the storytelling business and the Core Values campaign is about travel and adventure stories that tie in with the spokesperson," said Chelsea Orth, principal and general manager of KWE Partners, Miami.

"The storytelling approach is the most powerful driver of engagement in social media, where the media, consumers and influencers alike are connecting, interacting and sharing content," she said.

"Moreover, good stories give your consumers an excuse to spend, create an affinity and develop trust with the product, and help consumers feel more educated about a product."

Ms. Orth is not affiliated with **Louis Vuitton**, but agreed to comment as a third-party.

KWE Partners offers marketing and public relations services for all segments of the luxury travel, hospitality and real-estate.

Not spare change

The print ad features Ms. Jolie sitting in a traditional Cambodian wooden boat in the water of the Siem Reap province.

The actress is wearing simple, earth-toned clothes allowing the viewers to focus on the large, vintage monogrammed Louis Vuitton Alto holdall.

Ms. Jolie has owned this bag for years and has been photographed with it many times, making the ad feel all the more organic.

The tagline of the image reads, "A single journey can change the course of a life. Cambodia, May 2011."

The theme for the Louis Vuitton core values campaign was the idea of travel as both a physical and emotional journey, per the brand.

Cambodia has been an important place to Ms. Jolie since she first travelled to the country in 2000.

The actress has since adopted her son from the country and completed numerous humanitarian acts in the country which have earned her honorary Cambodian citizenship.

Ms. Jolie described her first trip to Cambodia as a life-changing experience, and therefore agreed to be photographed there, according to Louis Vuitton.

The campaign was shot by photographer Annie Leibovitz. Ms. Jolie's fees for the photo shoot are being donated to charity.

Campaign journey

The print campaign directs viewers to <http://www.louisvuittonjourneys.com> where consumers find a teaser video of Ms. Jolie in Cambodia, with a full interview to come soon.

Please click here to view the teaser video.

The print campaign included the image above, and was found in June/July publications such as Vanity Fair.

The bottom right hand corner stated, "Follow Angelina Jolie on louisvuittonjourneys.com."

The Louis Vuitton Core Values campaign began in 2007 and has continued on ever since.

Soviet statesman Michael Gorbachev, French actress Catherine Deneuve, Rolling Stones' Keith Richards, Francis Ford Coppola and Sofia Coppola have all been a part of the Core Values campaign.

Ms. Jolie is constantly seen travelling for her humanitarian work around the globe, including being a UN Goodwill Ambassador.

The actress' well-known connection to Cambodia lends an authentic feel to the partnership and print campaign.

"The strength of the celebrity campaign is that it highlights each individual in their own realm," said Chris Ramey, founder of Affluent Insights, Miami.

"The campaign is aligned [with Louis Vuitton's core values] because it is highlighting Ms. Jolie in Cambodia, not as a star, but as a humanitarian," he said.

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York

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