

MULTICHANNEL

## Gucci uses actress endorsement for China-area accessories campaign

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By TRICIA CARR

Italian fashion house Gucci is featuring popular Asian actress Li Bing Bing in an accessories campaign that it developed exclusively for the Chinese market.

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Brand ambassador and actress Ms. Bing Bing appears in the new Gucci ad campaign for the Chinese that will picture handbags, rings and watches from the new and existing collections. The campaign will begin this month and will be shown to consumers in mainland China, Hong Kong and Taiwan.

“Assuming brand perceptions are on target in China for Ms. Bing Bing, Gucci stands to benefit by aligning its brand with something exclusive, but sharing the relationship to a broad audience,” said David Schoenecker, principal at **Koda**, Phoenix. “It is the best of both worlds.

“The luxury market in China is booming,” he said. “It is only fitting to take advantage of it.”

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

**Gucci** declined to comment on this article.

Golden girl

Gucci released three images from its latest ad campaign for the Asian market.

One image features Ms. Bing Bing with a bag in Gucci's signature brown print with the label's green-and-red stripe down the center.



*Campaign image*

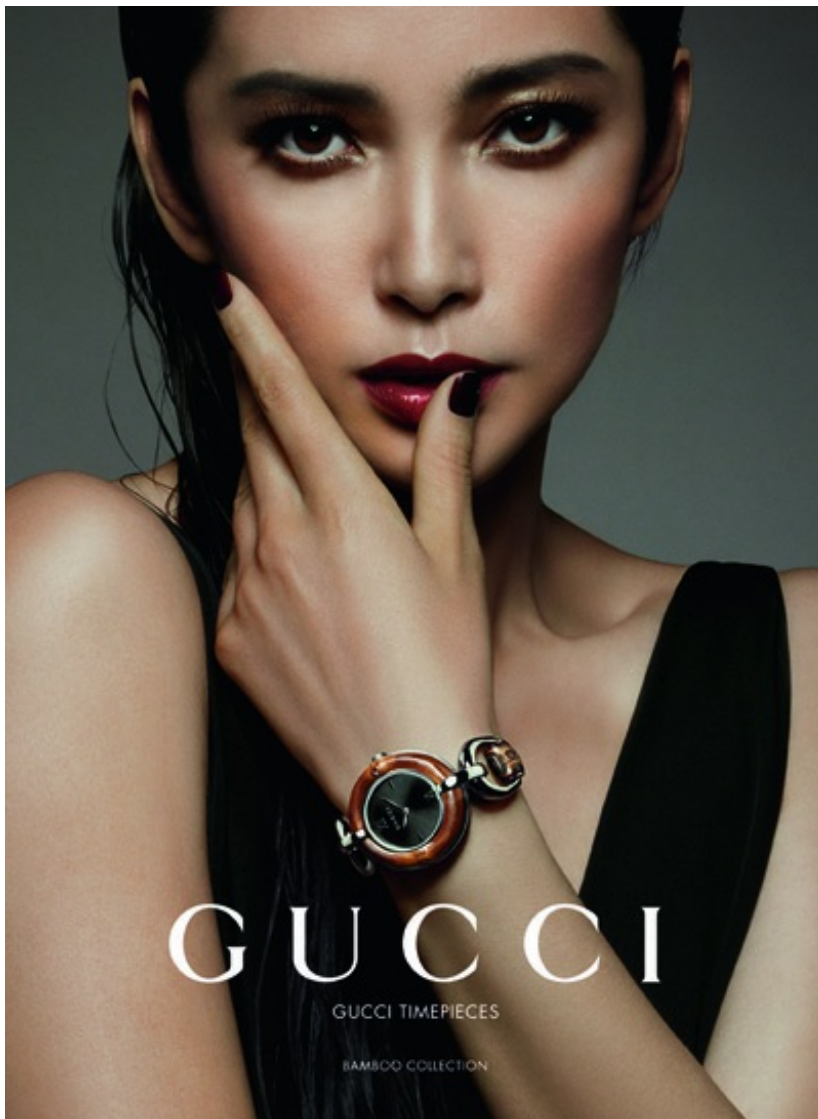
The actress wears a v-necked black dress in all of the photos. Her long hair is slicked back.

Another photo shows Ms. Bing Bing holding her right hand over one eye. She wears Gucci rings and a necklace in this image.



*Campaign image*

The other image depicts the actress holding her hand up to her face so the camera can capture Gucci's Bamboo watch on her wrist.



### *Campaign image*

Gucci's Chinese ad campaign will feature the brand's classic accessories and new styles. All of the jewelry shown is in 18-karat gold and incorporates the brand's Bamboo and horsebit motifs.

The bracelets, which have not yet been shown in the campaign images, are designed with the Gucci's signature Bamboo-style. They are available in yellow and pink gold or white gold with diamonds.

The horsebit shape is seen in a necklace in 18-karat yellow gold, a medium cocktail ring with cognac quartz and a small ring with amethyst.

Ms. Bing Bing will wear two additional timepieces in the duration of the campaign.

Other watches that will be featured include the leather 1921 timepiece and the Interlocking model.

The campaign will also show three handbags including the Jackie model named after former United States First Lady Jacqueline Kennedy Onassis, the Emily bag in winter rose Guccissima leather with a horsebit closure and the Soft Stirrup model with a spur closure.

Ms. Bing Bing was chosen for this ad campaign due to her sophistication and talents that

go hand-in-hand with the Gucci brand, per the label.

This campaign was produced by Gucci creative director Frida Giannini.

The photos were shot in London by Sølve Sundsbø.

The campaign uses a minimalistic approach to best show the qualities of the products, per the brand.

Gucci will use the photos in advertising efforts in mainland China, Hong Kong, and Taiwan. A second round of the campaign will be released in September and will include additional accessories.

"Gucci's advertising campaign featuring award-winning actress Li Bing Bing is an excellent example of strong multicultural marketing," said Molly Leis, principal of [MRL Communications](#), New York. "She epitomizes the evolving role of women in China today by breaking boundaries and building dreams.

"Gucci's efforts to identify with their consumer are part of their strategy to build brand loyalty and create a greater presence in China," she said. "As European and American brands plan for expansion and domination, the environment becomes more and more competitive and challenging.

"Brands have to target each culture differently and think quickly if they want to win market share."

Face time

Ms. Bing Bing appeared at an event that Gucci held after its Shanghai fashion show on Saturday, April 21 called Gucci Club. Photos from the event were posted on the brand's [Facebook page](#).

It is likely that Ms. Bing Bing will be incorporated into future events that Gucci holds in China as well as a multichannel campaign tailored to the Asian market.

Gucci could also use the actress as the subject of a campaign-related video.

In fact, the brand released a shoppable video last quarter for its cruise spring/summer 2012 collection ([see story](#)).

It would make sense to produce videos for the tech-savvy Asian market as well.

Many luxury brands are looking to attract Asian consumers with digitally-focused efforts.

For example, French fashion house Christian Dior released a third edition of its online magazine that will be published in Mandarin and was released during the week that the brand presented its haute couture collection for the first time in Shanghai ([see story](#)).

Also, Neiman Marcus Group will expand to the Asian market with a new online shopping and editorial site later this year ([see story](#)).

By increasing its digital efforts, Gucci would put more power behind its campaign.

“Gucci has the advertising budget to push this through various marketing channels, so it will certainly reach luxury consumers as well as aspirational consumers,” Mr. Schoenecker said. “It seems fitting that this may be built around an integrated online and offline campaign.

“I don't feel it should be the core of Gucci's messaging as celebrity alignment does create some liabilities for a brand, but intertwining it through various channels is ideal,” he said.

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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