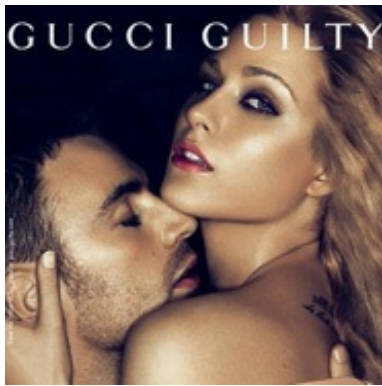


ADVERTISING

## Gucci breaks TV campaign to push Guilty fragrance

September 15, 2010



By KAITLYN BONNEVILLE

Gucci broke a multichannel effort that includes a television ad campaign that first aired during the 2010 MTV Video Music Awards promoting Gucci Guilty, the luxury brand's newest fragrance for women.

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The 60-second TV spot is designed as a short film. It was shot in 3D by "Sin City" director Frank Miller. It stars "True Blood" actress Evan Rachel Wood and actor Chris Evans.

The full-length commercial features a blonde Ms. Wood speeding along a futuristic cityscape, tires ablaze. She screeches to a halt, stepping out of her white 1953 Jaguar C-Type sports car to observe the city.

Closing her eyes, a memory comes back to her: a passionate encounter with Evans fueled by the **Gucci Guilty** fragrance.

Here is the 60-second spot:

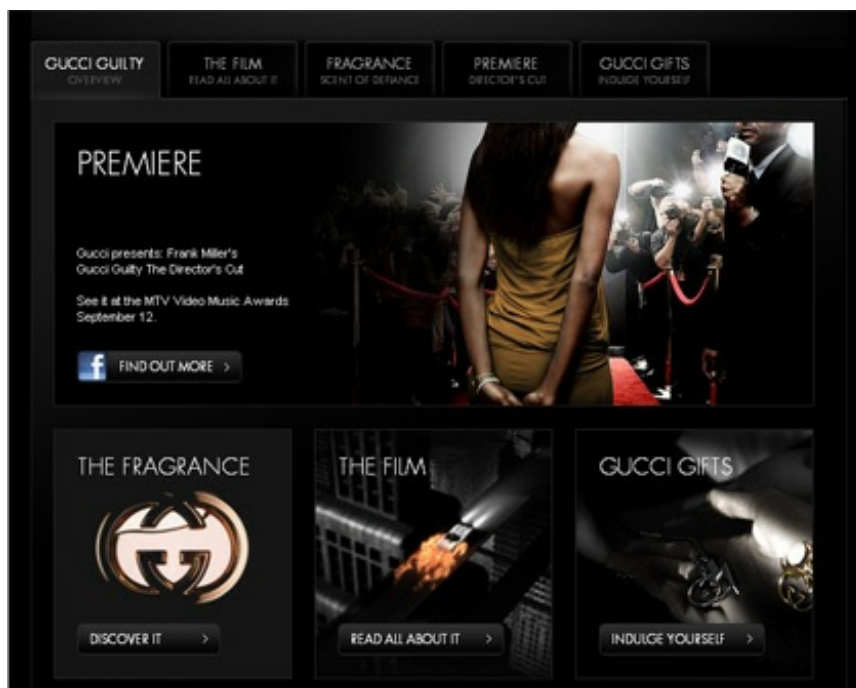
Until the full-length version aired, it was being promoted with 30-second spots across the Internet. The film was shot in Cinecittà Studios in Rome.

Here is the 30-second spot:

The perfume, marketed as Gucci's scent of defiance, is targeted at the brand's young, social, daring demographic. The patchouli-based mandarin-lilac fragrance is being promoted via the short film and the luxury brand's Facebook page, YouTube channel and Twitter feed.

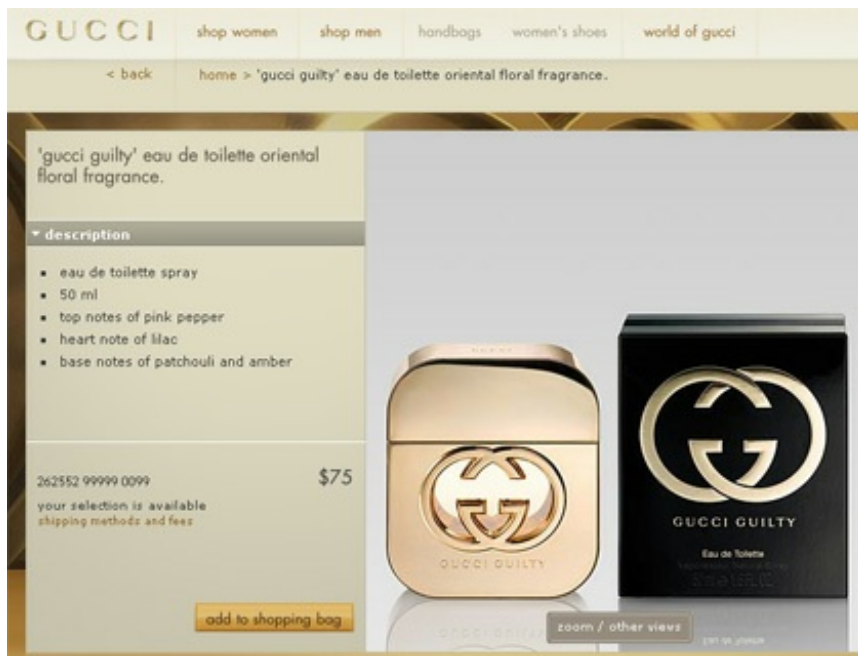
Gucci's Facebook page has 1,310,033 "likes" and the YouTube video has been viewed 15,335 at the times. Its Twitter feed has 21,127 followers.

Here are two screen grabs from Gucci's Facebook page:



Consumers can purchase the fragrance for \$75 via Gucci's ecommerce site at <http://www.gucci.com>

Here is a screen grab from Gucci's ecommerce site:



Final Take

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