

INTERNET

Armani heats up fragrance launch with brand film

July 9, 2012



By TRICIA CARR

Italian fashion house Giorgio Armani is marketing a new twist on its Acqua di Giò fragrance in a black-and-white brand film inspired by summer's heat.

[Sign up now](#)

Luxury Daily

The four-minute film was directed by United States-based photographer and filmmaker Bruce Weber to raise awareness for the Acqua di Giò Essenza fragrance for men and will likely reach women who are interested in brand model Simon Nessman. Like many traditional luxury brands, the label seems to have reached out to Mr. Weber to participate in the arts and appeal to affluent consumers that do as well.

"The launch strategy of a new fragrance is critical to its long-term success," said Karen Creamer, president of **K2 Brand Consulting**, Overland Park, KS. "Fragrance marketers must find ways to create awareness and generate excitement for new fragrance brands and brand extensions.

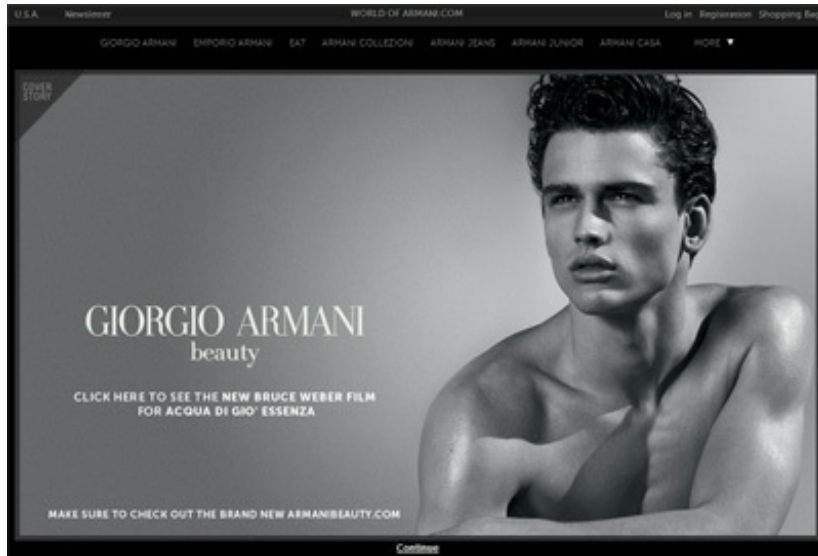
"The new short film for Acqua di Giò Essenza is an effective way to blur the line between advertising and entertainment, helping the new fragrance stand out in a sea of competitive options," she said.

Ms. Creamer is not affiliated with Armani, but agreed to comment as an industry expert.

Armani did not respond before press deadline.

Fragrance film

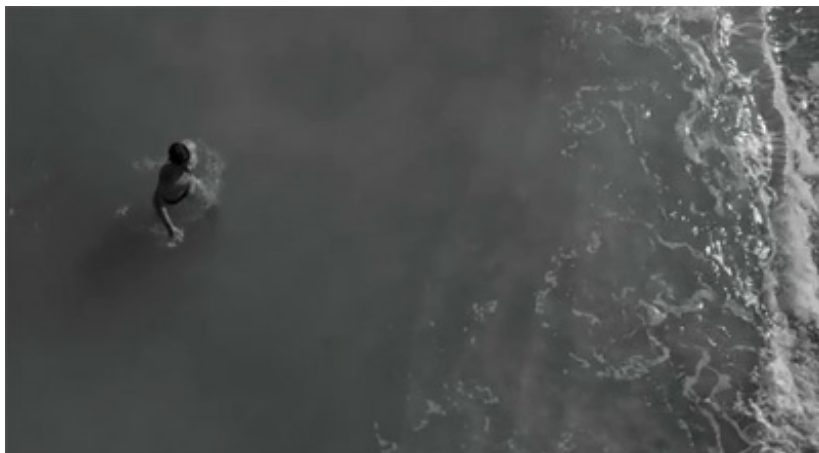
Armani is showing the Acqua di Giò Essenza film on its Web site, [Facebook page](#), [Twitter feed](#) and [YouTube channel](#) to reach its fans on the most-used digital platforms.



Armani.com

The video was shot in black-and-white by Mr. Weber in Miami.

The setting is a beach where campaign model Mr. Nessman is shown swimming in the water and laying on the sand throughout the film.



Video still

Armani's film spans one day, starting with a sunrise recorded in time-lapse.

Next, Mr. Nessman is shown in the ocean. Light tribal drums play in the background.

In one scene, he extends his arm above his head toward the sun.

Acqua di Giò Essenza video

The Acqua di Giò Essenza fragrance for men is a more intense version of the original Acqua di Giò scent, per Armani.

In fact, the label told its Facebook fans to “prepare to have your temperature raised” when it presented the video.

The male model in the film will probably draw a female audience, which hints that the brand is marketing to women who will buy the fragrance as a gift.

“This video is focused more on the brand lifestyle to resonate with Armani's target market,” said Dalia Strum, president of Dalia Inc., New York.

“It also focuses on sex appeal, which can target both the male clientele as well as female consumers and create an aspiration to look or aspire for their significant other to look like the model in the video,” she said.

“The target market is a younger demographic looking for adventure and tranquility along the way.”

Artful affairs

Storied luxury brands have been known to create campaigns with the help of artists, both up-and-coming and well-known across all media.

For example, Italian fashion label Prada presented “A Therapy,” a short film starring Helena Bonham Carter and Ben Kingsley that demonstrates how the brand’s items are recognizable and coveted by everyone.

The film was directed and co-written by French-Polish film director Roman Polanski and premiered at the 73rd Cannes International Film Festival May 21 before a showing of a restored version of his 1979 film called “Tess” ([see story](#)).

In addition, Bottega Veneta, Condé Nast’s Vogue and Red Digital Camera are partnering to host a contest for undiscovered photographers to award a prize package that includes the opportunity to work on a special project with the Italian fashion house.

Entrants’ work is displayed on the New Exposure Facebook application where users can

vote for their favorite images ([see story](#)).

Social campaigns with a focus on the arts can boost brand image in the eyes of the younger, affluent demographic.

“It is important for brands to seek out talent when creating marketing imagery and videos because they are the voice and appearance of the brand,” Ms. Strum said. “It is important that the talent is able to appropriately communicate the message of the brand through this visual approach.”

By focusing on entertainment value with an underlying marketing message, Armani is looking to keep up its luxury status in a digital age.

“Armani has cultivated a strong and distinct brand based on a classically-elegant design philosophy,” K2 Brand's Ms. Kreamer said. “The short film brings the Armani brand to life in an artistic, less commercial way.

“This approach will certainly generate attention and leave a lasting impression,” she said. “I see the video as a doorway into the Armani lifestyle.

“Open the door and experience a sense of cool, Mediterranean-inspired, indulgence that only the Armani brand can offer.”

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York