

MULTICHANNEL

Alfred Dunhill refreshes Voice campaign via multichannel efforts

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By RACHEL LAMB

British apparel and accessories label Alfred Dunhill released a slew of multichannel efforts for its autumn/winter 2012 Voice campaign featuring new ambassadors and content.

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Luxury Daily

The new Voice campaign broke today and features actor John Hurt, architect David Adjaye, documentary maker James Marsh and artist and filmmaker Jamie Hewlett. The Voice campaign features distinguished gentlemen who have achieved great things in their chosen fields, according to Alfred Dunhill.

"We didn't want to start promoting things like youth and beauty as drivers, rather we wanted it to be based on elegance and achievement and the Voice campaign is really a reflection of that," said Jason Beckley, global marketing director at [Alfred Dunhill](#), London.

"The Voice campaign builds the brand on honest morals," he said. "I think it's easy to look up to people and admire people for what they've done rather than what they look like.

"For me, it really reflects what we want the brand to stand for."

Voice of the brand

The Voice campaign is a series of black-and-white portraits and individual video interviews where the featured men give their opinions and experiences.



Alfred Dunhill Ltd.

James Marsh, film director

Ideas and inspiration come out of the investment of time and effort. They are the result of a lot of hard work.

All my best ideas come from having really focused on a subject and then, randomly, the idea reveals itself. The secret is to apply yourself relentlessly over time to the challenge and then,

every now and again - if you're lucky - you get repaid by inspiration.

It's also crucial to leave yourself open to last-minute eureka moments. They can be quite scary because you're letting go of all your existing ideas and going with something completely new, but that's how something comes alive...

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Mr. Marsh

The interviews provide insight into the men's personalities and what makes them who they are, per Alfred Dunhill.

The video series is available exclusively on the Alfred Dunhill [Facebook page](#).

Alfred Dunhill has been teasing the videos on its social media pages leading up to the video release today.

Alfred Dunhill Ltd.

Jamie Hewlett, artist and filmmaker

I wouldn't describe myself as a perfectionist but I still haven't produced a piece of work that I'm completely happy with - so, maybe I am.

I haven't reached the point yet where I think I'm really good at this, but I know I've got it in me and that's what gives me drive. I think I've come pretty

close a few times but I don't feel satisfied. That means that the next thing I start to work on, I'll go into it with an attitude of I'm going to get it right this time - that this will be the one.

Maybe I never will be content with my work but, secretly, I know that's what makes you grow...

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Mr. Hewlett

In correlation, the Alfred Dunhill Aurasma-triggered portraits will be released in the fall edition of luxury focused magazines.

Using the Aurasma technology, consumers who scan the watermarked ads with their smartphone apps will see a video that corresponds to the man on the ad.

“The Alfred Dunhill target is not sitting idling on a beach flipping through fashion magazines,” said Matt Egan, strategy director at [Siegel+Gale](#), New York. “This guy is out in the world making things happen.

“Executed correctly, a cross-channel campaign will reach this target both at work and at play, with content bites that provide interest, relatability and even motivation,” he said.

“Importantly, with the proliferation of online luxury retail outlets, there is always an opportunity to convert passive digital audiences into active digital shoppers.”



Alfred Dunhill Ltd.

David Adjaye, architect

The funny thing about architecture is that the drawings are done by computer and are really precise, but the actual buildings are still made by hand. Because of that, they're always a little wonky.

Architects are always striving for perfection - we're obsessed with it and that's what drives us. But, in the end,

a builder might have had a really terrible morning and isn't focused properly, and so the floor gets put down badly.

There is always a humanising of these ideas of perfection. We aren't building with robots yet and, actually, it's the little human errors - the imperfections - that make things interesting...

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Mr. Adjaye

The Voice campaign will run in publications such as The New York Times, Monocle, The Wall Street Journal and Financial Times.

There will also be Web banner ads in Britain and China that will drop in the coming weeks.

Looking up

Alfred Dunhill's other Voice campaigns have used similar technology and channels of execution.

For example, one of the first Voice campaigns featured expedition leader Sir Ranulph Fiennes, ballet dancer Rupert Pennefather and theater director Michael Grandage ([see story](#)).

Also, its most current campaign features British Olympians Sir Matthew Pinsent, Iain Percy and Louis Smith. This was most likely to build hype towards this year's Olympic games in London ([see story](#)).

Alfred Dunhill typically uses accomplished men of different ages and backgrounds – though they are all British – to connect the brand's target customer through similarities.

Alfred Dunhill Ltd.

John Hurt, actor

I had the good fortune to meet Noël Coward once, when I was a young actor starting out. He signed a copy of his book *Pretty Polly Barlow* for me - I didn't ask him to, he just decided that he was going to do that.

He put, 'Best wishes, Noël Coward', and said that he would have written just Noël if he had known me better. And then, underneath, he wrote two simple words: 'Press on'.

That has become a motto for me over the last fifty years. What you can't ever afford to do is lose sight of your instinct and think about giving up. Keep pressing on...

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Mr. Hurt

Although the men are not exactly “celebrities” per say, they are still admired, especially in their fields.

The label likely uses this mentality to ensure that the models seem approachable.

“The Voice campaign has really accomplished what it set out to do: support Alfred Dunhill’s position as a luxury brand for sophisticated, intelligent men,” said Elizabeth DeMaso, managing partner at **Brenes Co.**, New York.

“The men chosen for the campaign, all decidedly British and fascinating in their own right, represent a variety of artistic talents,” she said. “These are the renaissance men of our era providing thoughtful reflections in a beautiful film format.

“The take-away is that Alfred Dunhill is an elegant, established, worldly brand for men.”

Final Take

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