

INTERNET

Bulgari taps masculinity in fragrance film

February 14, 2013



By ERIN SHEA

Italian jeweler Bulgari is tapping masculinity in a short film featuring Australian actor Eric Bana to push its new Man Extreme fragrance.

Sign up now

Luxury Daily

The 60-second video titled “Dvels The Film” shows Mr. Bana’s toughness as he does not back down when confronted by wild animals. The brand is heavily pushing the masculine factor and story in the video since selling a fragrance through video can be challenging.

“Bulgari did a great job of producing a mysterious, engaging, oddly seductive video in under two minutes,” said John Casey, founder and director of **FreshFluff**, New York. “It tells a story around the fragrance without hyping the fragrance.”

“The video is masculine enough to appeal to their younger male demographic, and exotic and handsome enough with its star to appeal to a younger female demographic who would purchase the fragrance for men in their lives,” he said.

Mr. Casey is not affiliated with Bulgari, but agreed to comment as an industry expert.

Bulgari, a unit of luxury conglomerate LVMH, was unable to comment directly.

Animal in man

In the short film, Mr. Bana is shown walking through an Italian-style building with columns.

As he walks through the hallway, the contrasting areas of shadow and light help add a visual dynamic to the black-and-white film.

Mr. Bana continues to walk as a snake slithers on the ground, a lion roars and appears before him, and a large bird of prey looks down at him from the sky.

However, the animals do not bother him when they each confront him. The snake slides past him, the lion roars and continues walking by and the bird flies away.



Video still

The video ends with Mr. Bana staring into the camera. He walks away as the screen cuts to a shot of the fragrance.

A voice over says, “Bulgari Man Extreme. The new fragrance.”

Embedded Video: <http://www.youtube-nocookie.com/embed/or9g015M3fs>

DVELS The film

The brand is promoting the film on its YouTube channel and Facebook page, where it was “liked” more than 24,000 times and shared more than 2,600 times.

Before the official release, the brand released a teaser video that was also promoted on its Facebook page. It got more than 26,000 likes.

In addition, the brand also released two other videos for the campaign. One is an interview with Mr. Bana and the other gives a backstage look at the making of the film.

There is a photo gallery with images from the videos as well.

Smell-o-vision

Marketing a fragrance can be tough since marketers need to convey the essence of a scent without the consumers experiencing it.

However, this can be combated through pushing the idea behind the scent to intrigue consumers.

“Clearly, you cannot convey how the fragrance is going to smell outside of a scratch-and-sniff insert in a magazine,” Mr. Casey said. “But, visually, you need to draw associations about the fragrance for the consumer to give them a general idea of the level of sophistication of the smell.”

Even though consumers are not able to smell the new fragrance, the video still helps them to get an understanding of what the scent is.

“In the Bulgari video, the animals provide a correlation about the wild, dangerous, seductive and manly nature of Man Extreme,” Mr. Casey said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/a4pqFtwiU9c>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.