

INTERNET

## Dunhill fetes brand masculinity via new film

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By ERIN SHEA

British menswear label Alfred Dunhill is celebrating its masculinity and pushing aspirational qualities through a new film in its Portraits of Achievement series that features British sailor and Olympic champion Iain Percy.

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**Luxury Daily**

The four-minute film titled “Man at Sea” depicts Mr. Percy’s passion for sailing and Dunhill’s passion for masculine achievements. The film reinforces the brand’s masculinity and is likely to help Dunhill build a stronger emotional connection to its audience.

“Almost nothing exudes masculinity more than documenting man's relationship with the sea, and sailor and Olympic champion Iain Percy is straight out of central casting,” said John Casey, senior vice president at [Havas PR](#), New York.

“His chiseled looks, portfolio and story provide a rugged reflection for the brand as it seeks to capture the attention of its predominately male customer,” he said.

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

[Dunhill](#) declined to comment directly.

## Man at sea

The video begins with an overhead shot of a boat in the sea as Mr. Percy's starts to tell his

story.



### *Video still*

The story continues as the film contrasts close-up shots of Mr. Percy working with his boat to overhead shots of the boat and the sea.



### *Video still*

Mr. Percy continues to explain the frustration of not being able to predict the sea and that the sport of sailing comes down to luck.

The video ends on a more serious note when Mr. Percy says that although he has lost friends who were good sailors out at sea, he does not feel vulnerable when he is sailing.

The screen slowly zooms out from the boat to show the immense size of the ocean as the

film ends.

### *Man at Sea*

Mr. Percy has previously worked with Dunhill on its spring/summer 2012 Voice campaign.

We are the champions

Dunhill has previously celebrated the achievements of men throughout its other campaigns.

For instance, the label renewed its ongoing Voice campaign by featuring three male personalities in multiple marketing efforts such as online videos and a shopping guide on the brand's Web site.

The personalities included photographer Don McCullin, artist musician Brian Eno and student and mountaineer Geordie Stewart ([see story](#)).

Furthermore, Dunhill continued its theme of celebrating real men by airing a film called "For the Love" on the country's Channel 4 terrestrial television network.

The 25-minute documentary focused on Sam Waley-Cohen who keeps his day job while pursuing his hobby of horseracing to the point of winning the Cheltenham Gold Cup in 2011. A 182-second trailer posted on YouTube highlights the grit and determination of Mr. Waley-Cohen as he sets to repeat his performance in the following year ([see story](#)).

By celebrating male achievements, Dunhill is likely to make a strong emotional connection with its current customers and gain additional aspirational followers.

"The Portrait of Achievement videos add an aspirational component to the brand's marketing endeavors," Mr. Casey said.

"The series stories provide real-life examples of passion and achievement in various professional, creative and physical endeavors, and give the brand the opportunity to make an emotional connection with its current and future male clientele," he said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

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