

TELEVISION

Marc Jacobs builds fragrance awareness with Sofia Coppola TV campaign

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By JEN KING

U.S. fashion brand Marc Jacobs is increasing awareness of its popular Daisy fragrance through a television commercial directed by Sofia Coppola.

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After much anticipation, the Daisy commercial premiered on Marc Jacobs Fragrance Facebook account on Dec. 3. The partnership bloomed from Mr. Jacobs and Ms. Coppola's longtime friendship that adds a hint of alluring backstory to the campaign.

"Creative pairings and collaborations are so popular right now," said Jason B. Cohen, executive vice president of creative at [The O Group](#), New York.

"People who love Mr. Jacobs and Ms. Coppola, either individually or together, should be intrigued by the idea of them teaming up," he said.

"On it's own, the spot should create an uptick in awareness. However, as part of an integrated campaign, TV could help amplify the brand's message."

Mr. Cohen is not affiliated with Marc Jacobs, but agreed to comment as an industry expert.

[Marc Jacobs](#) did not respond before press deadline.

Fields of daisies

In the weeks leading up to the commercial's debut, little was released about the collaboration other than which fragrance was selected to be featured.

The idea of directing a fragrance-focused commercial was likely due to Ms. Coppola's personal connection with Marc Jacobs' perfumes. The director was the face of Marc Jacobs' eponymous fragrance campaign in 2001.



Ms. Coppola's ad for Marc Jacobs

Ms. Coppola has also been featured in Louis Vuitton print advertisements for its luggage collection with her father, director Francis Ford Coppola, while Mr. Jacobs was creative director at the brand.

Mr. Jacobs has also cited Ms. Coppola as his muse, in addition to their platonic friendship.

Beginning in mid-November, Marc Jacobs began posting hints about the upcoming commercial campaign on its social media accounts. Frequent posts featured either photographs of Daisy bottles, watercolor paintings and images of Mr. Jacobs and Ms. Coppola together.

To fortify their relationship in the minds of enthusiasts, the brand posted a link to an article on British magazine [Grazia Daily's](#) Web site that discusses how the pair became friends. The article also includes a video of Ms. Coppola's presenter speech when Mr. Jacobs was awarded the Geoffrey Beene Lifetime Achievement Award at the 2011 CFDA's.



Marc Jacobs Fragrances
November 13

Sofia Coppola, long-time friend of Marc Jacobs, is directing the next TV campaign for Daisy. Find out how they became BFFs. <http://bit.ly/188escV>



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Marc Jacobs' Facebook post

Ms. Coppola directed a 21-second television commercial for Daisy that debuted on Dec. 3.

The commercial begins with a young model with her back to the camera walking through a field of tall grass. In the background chirping birds are heard.



Daisy TV commercial still

Next, the model looks over her shoulder and smiles as she continues to walk through the field. The camera pans to the cluster of daisies held in the model's hands while she skips.

The following scene shows the model reclining in the tall grass and looking directly into the camera, squinting due to the sun overhead. The commercial concludes without a spoken word as bottles of Daisy and Daisy Eau So Fresh are shown with rays of sunshine coming through.

Embedded Video: [//www.youtube.com/embed/dcyR7Pfi-14](https://www.youtube.com/embed/dcyR7Pfi-14)

Daisy by Marc Jacobs

In your living room

Automotive brands, more so than other categories, have continuously focused on television commercials to promote models to reach a wider audience.

For example, Jaguar North America is making its first appearance during the Super Bowl XLVIII with a commercial for its F-Type Coupe that may propel the brand's strong year-to-date growth in the United States.

The F-Type advertising campaign will make the case that British actors play the best film villains and the "Disruptor" television spot will make its broadcast debut during the second half of the Super Bowl XLVIII on Fox. Entering the clamorous arena of Super Bowl advertising likely indicates that Jaguar wants to cement its ties with new U.S. consumers ([see story](#)).

Fragrance commercials work in a similar way by exuding a luxury lifestyle to both aspirational and core consumers.

Furthermore, Italian fashion house Dolce & Gabbana is promoting its The One fragrance with a multi-layered print and film approach that exudes a glamorous lifestyle to target affluent consumers.

After building anticipation for the film with three teaser videos, the full version of the "Street of Dreams" television commercial, directed by filmmaker Martin Scorsese, was released Nov. 6 ([see story](#)).

Even though many consumers have ditched their television sets for mobile devices, the medium still reaches enough individuals to make an impact.

"While television is clearly on the decline, it still has incredible reach," Mr. Cohen said.

Final Take

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