

INTERNET

## Valentino escalates Uomo fragrance teasers prior to full release

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By JEN KING

Italian fashion maison Valentino is continuing to tease its newest men's fragrance Uomo with a sneak peek of its campaign video that may sustain interest in the scent until it is available worldwide in 2015.

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**Luxury Daily**

The atelier is keeping the campaign effort vague for the fragrance debut to increase anticipation and leave consumers wanting more. By segmenting and protracting the campaign consumers are likely to follow along and return to the brand's Facebook and Web site for updates.

"Facebook fans tend to be the most engaged followers of brands, making them the perfect consumer for introducing a new product," said Lindsey Stern, team lead for email execution services at [Blue Moon Works](#), Denver.

"Since they are requiring that people like the page to see the teaser, this campaign is also adding to their fan base," she said.

Ms. Stern is not affiliated with Valentino, but agreed to comment as an industry expert.

[Valentino](#) was unable to comment before press deadline.

A Roman mystery

To continue its promotions for Uomo, Valentino recruited director Johan Renck to film its campaign video. The video stars French actor Louis Garrel in an “unique and mysterious” adventure through Rome.

Valentino is promoting its campaign video with a teaser uploaded to its Facebook page. The post includes the sneak peek, a short synopsis of what the film has in store and a link to sign up to watch the premiere on Facebook.



#### **VALENTINO UOMO: THE NEW FRAGRANCE**

Unique and mysterious, an adventure in eternal Rome is soon to be revealed.

Discover the trailer of the "Valentino Uomo" film starring Louis Garrel and sign up here to watch the premiere on Facebook: <http://tinyurl.com/nzuhzao>



*Valentino's Facebook post*

Consumers can watch the video directly in the Facebook post or click on the link to be redirected to the sign-up page where the film also plays.

Valentino’s teaser is a 15-second clip that begins with a vintage sports car driving around a bend, followed by the driver, Mr. Garrel, dressed in a suit stepping out of vehicle. As he walks down a flight of stairs, two couples in similar dress pass by and one of the women says hello.

In the next scene, Mr. Garrel is seen closing two doors before Valentino’s logo, Uomo and “coming soon..” appear as the teaser ends.

Embedded Video: [//www.youtube.com/embed/tPh2GNt8G4A](http://www.youtube.com/embed/tPh2GNt8G4A)

*Valentino Uomo*

When the teaser is watched through the link provided in the Facebook post, consumers can sign up to access the entire video when it premieres. Valentino asks for the consumer’s email address, country of residency and a zip code along with a disclaimer allowing the fashion brand to use the data for marketing and promotions and profiling

activities.

At the moment, consumers in Europe, Russia and the Middle East are able to purchase Uomo while the fragrance's release in North and Latin America and Asia is slotted for 2015.

Welcome wagon

Valentino has steadily invested in its Uomo efforts to gain attention for the fragrance until it is made globally available.

The label first increased anticipation for Uomo by launching the campaign at the 70th Annual Venice International Film Festival Aug. 28-Sept. 7 long before the fragrance was set to be released.

Valentino's use of the Venice International Film Festival Ball as a campaign launch was ideal, as it showcased brand DNA, and with many celebrities in attendance, was a buzz-worthy event from the get-go ([see story](#)).

Releasing sneak peeks is a safe way to increase anticipation of a new collection or fragrance.

For instance, French fashion house Chanel continued to promote its upcoming movie with both a new teaser video and a trailer to build up anticipation for the full release Dec. 10.

The latest teaser video for "The Return" is an interview with Geraldine Chapman, who plays the iconic fashion designer Coco Chanel, talking about her role in the film ([see story](#)).

Valentino will be able to better understand and customize its efforts for interested consumers rather than targeting a wide audience.

"Making consumers sign up for the premiere acts as an incentive to join Valentino's list," Ms. Stern said.

"Valentino can then market this fragrance and future products and promotions to people who have opted-in," she said.

"If people opt-in to have their information used for profiling, Valentino can use this information to get a more well-rounded picture of their customer."

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/ahn9UtwrZfI](http://www.youtube.com/embed/ahn9UtwrZfI)