

INTERNET

Fendi bottles ideal consumer via Assoluto fragrance campaign

March 4, 2014



By JEN KING

Italian fashion house Fendi is promoting its new men's fragrance Fan di Fendi Pour Homme Assoluto by drawing parallels between the scent's notes and the quintessential male who shops its designs.

[Sign up now](#)

Luxury Daily

Similar to styled beauty looks for female consumers, a fragrance can contribute to a branded image for a male consumer. By aligning a fragrance's profile with the ideal characteristics of the target Fendi male, the brand makes the product more relatable.

"There are two main reasons why behind-the-scenes marketing works: people are curious by nature and love stories," said Benedetta Moreno, a London-based marketing consultant. "The modern digitalized era contributed to creating an interesting fascination with getting behind the curtain of a major fashion brand.

"In a world where the Internet makes information accessible anywhere and anytime, our innate wish to know what is going on behind closed doors has increased and behind-the-scenes videos are an excellent way to engage with customers, leveraging a more intimate experience," she said. "Moreover, painting an honest picture of your brand through a video, which shows things as they are in reality, will both increase the credibility of the brand and the consumers' interest, satisfying our general desire for authenticity.

"Behind-the-scenes video providing an authentic narrative framework to the product, can definitively stand on their own without a full branded film."

Ms. Moreno is not affiliated with Fendi, but agreed to comment as an industry expert.

Fendi was unable to comment directly.

Absolute Fendi

The atelier introduced its latest men's fragrance on social media to reach followers. As of press time, Fendi did not promote the fragrance on its relatively new Twitter but relied on Facebook to ensure visibility for the campaign.

Fendi's Facebook post included a campaign image of brand ambassador and Danish model Mathias Lauridsen. The brand claims, in the post, that the ideal Fendi male has "limitless intensity" to highlight the characteristics found among its consumer base.



Fendi's Assoluto introduction via Facebook

A click-through on the provided link lands on Fendi's Web site. Automatically, a behind-

the-scenes video for Assoluto begins where consumers are introduced to Mr. Lauridsen and campaign photographer Solve Sundsbo.

Next, a dateline reads Paris July 2013 as a woman rearranges a suit hanging on a clothing rack before the video shows Mr. Lauridsen being prepped for his photo shoot. The following shot shows Mr. Lauridsen from the front, and a bottle of Assoluto is the only object in the frame that is in color. This small detail places emphasis on the importance of the fragrance.



Still of Mathias Lauridsen from the behind-the-scenes Assoluto film

Fendi's behind-the-scenes video continues to showcase the remainder of Mr. Lauridsen's photo shoot for Assoluto. He is seen putting on the suit from the opening frame as well as the finished campaign images on a computer monitor.

Embedded Video: [//www.youtube.com/embed/3hk6tvrGvkM](http://www.youtube.com/embed/3hk6tvrGvkM)

Fan di Fendi Pour Homme Assoluto Making Of

After the video plays, consumers can explore the fragrance further. On Fendi's Web site, consumers can read more about Assoluto's story, the bottle and its notes.

Each blurb explains how the fragrance relates to the ideal Fendi man, whether it is his "captivating and charismatic" charm or the woody cognac-toned juice. Fendi's Fan di Fendi Pour Homme Assoluto scent profile is made of Guatemalan cardamom, pink pepper from Reunion Island, oud wood, vetiver, Indonesian patchouli, sage, opoponax, tonka bean and cistus absolute.

Sneak peeks

Trailers or sneak peeks are ideal ways for brands to create anticipation for upcoming campaign debuts.

For instance, Italian fashion label Dolce & Gabbana wove a love story between a farmhand and an aristocrat for its new Dolce perfume.

The full two-minute version of "Dolce" the film was released following three trailers showing clips of the social video. By consistently teasing the video, Dolce & Gabbana likely stayed on consumers' minds and created interest for the release of the full social video ([see story](#)).

The behind-the-scenes aspect of Fendi's campaign allows consumers to feel a part of the brand's creative process.

For example, French footwear maker Berluti showed its more playful side with a behind-the-scenes video for its latest advertising campaign that was filmed in a swimming pool.

The video shows artist and brand ambassador Maurizio Cattelan jumping into the pool in his suit. By filming the making of the ad with its quirky brand ambassador, Berluti is able to further communicate its brand image as a "house with character" ([see story](#)).

Fendi's behind-the-scenes video may have not had much contextual information about the new fragrance, but rather played on emotion.

"Our interest is driven more by emotions than by information, exactly as our attention is captured more by images than by text," Ms. Moreno said.

"This is why behind-the-scenes video as authentic visual storytelling is more likely to emotionally engage with customers and, for a product whose most important feature, the scent, is not directly deliverable by images, emotions play an even more important role," she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/OYAp5B3q1dI](https://www.youtube.com/embed/OYAp5B3q1dI)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.