



Fragrance Advertisement Campaign – Process Book

Sanjana Sainath Rao

Content

1. Brand Research		
- About Valentino	-----	1
- Value Proposition	-----	2
- Target Market	-----	3
- Challenges and Solutions	-----	4
2. Treatment		
- Logline	-----	5
- Story Summary	-----	5
- Key Character Description	-----	6
- Message	-----	6
3. Customer Persona		
- Audience Identity	-----	7
- Substantiation	-----	8
4. Competitor Profile		
- Gucci	-----	9
- Dior	-----	10
5. Moodboard	-----	11
6. Storyboard	-----	12
7. Story Refinements	-----	17
8. Production Schedule	-----	18
9. Production Needs and Budget	-----	19
10. Production Team	-----	20
11. Marketing		
- Social Media Channels	-----	21
- Traction and Timeline	-----	22
12. Static Promos		
- For X	-----	23
- For Youtube	-----	24
- For Facebook	-----	25
- For Instagram	-----	26
13. Email Pitch	-----	27
14. Credits	-----	28
15. Contact Details	-----	29

Brand Research



Vision: 'Creating Shared Value'

About Valentino

Valentino is an Italian luxury fashion house founded in 1960 by Valentino Garavani and Giancarlo Giammetti in Rome, Italy. Valentino is known for its exquisite craftsmanship, rich brand heritage, and innovative designs. While rooted in timeless elegance, the brand consistently adapts to modern trends, blending classic elements with contemporary innovation.

Valentino's signature aesthetic includes themes of romanticism and sophistication. Their designs incorporate luxurious materials, intricate embroidery, and varied silhouettes. The 'Valentino Red' is an iconic red color that has become a staple for the brand.

Valentino is a global powerhouse with 265 directly operated stores in 212 locations. Over time the brand has embraced diversity and inclusivity making it appealing to a global audience. The brand's commitment to craftsmanship and quality ensures that its products stand the test of time, appealing to long-time patrons and a new generation of fashion enthusiasts.

Valentino's campaigns often emphasize self-expression, empowerment, and individuality, while encapsulating the brand's glamorous, luxurious, romantic, and sophisticated visual narrative.

In 2021, Valentino launched its first makeup range under their new **Valentino Beauty** Category. Their beauty category comprises of Makeup, Makeup services, and Fragrances. The Valentino Beauty license is owned by L'Oreal Group.

Brand Research

Value Proposition



1. Italian Craftsmanship

- Skilled Italian artisans.
- Impeccable attention to detail.
- Superior quality products.
- Strong brand credibility.



2. Innovative Designs

- A balanced blend of timeless elegance and contemporary designs.



3. Exclusive Experiences

- High-pricing strategy.
- Limited edition/capsule collections.
- Haute couture pieces.
- Exclusive experiences and offerings.

Brand Research



Target Market

Age Group: 25 to 45 Years (Millennials)

Gender: Female and Male

- Valentino primarily targets global, affluent, and High Net-worth Individuals due to their high pricing strategy.
- The luxury brand is slowly trying to tap into the Gen Z consumer market that is set to grow over the next 5-10 years.

Psychographics:

- Value a mix of classic and contemporary designs.
- Love embracing their individuality and authenticity.
- Enjoy being creative and are fashion-conscious.

Brand Research



The Challenge for Valentino

To attract the young Gen Z population while maintaining the current core consumers of the brand (millennials).

“Spend from younger consumers is growing 3x faster than other generations.” – **Vogue Business**

Solution

- Promoting a common message that is relatable to Gen Z and Millennials.
- Message of authenticity, self-expression and individuality.
- These messages are in line with the brand’s history of promoting empowerment through campaigns.

Treatment

Brand: Valentino
Category: Beauty
Product: Fragrance

Title: Viva Forte



Logline

Set against breathtaking scenery, a woman in her 20s undergoes a revelation to embrace her bold self, as she revels in the essence of Valentino’s Viva Forte fragrance.

Story Summary

Set against the backdrop of breathtaking nature and architecture, the Viva Forte campaign film features a woman in her mid-20s. The film begins with landscape shots of the Forsyth fountain and the Christ church accompanied with soft music. The scene shifts to the character heading towards a dressing room in her business casual attire (in a huff!). She looks at herself in the mirror for a few seconds (as she contemplates) and has a revelation. She chooses to be her bold and authentic self. The music slowly becomes upbeat. She ruffles her hair, transforms her outfit, and applies make-up. As she heads out the character is then seen walking with confidence, smiling, running, twirling, and dancing - capturing moments of freedom. As she reaches her destination, she steps back, looks into the camera, and smiles. The film ends with a snippet of the perfume bottle against nature and sunlight, and the Valentino logo appears with the title “Viva Forte”.

Treatment



Key Character Description

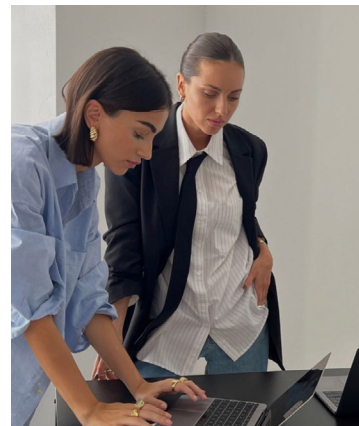
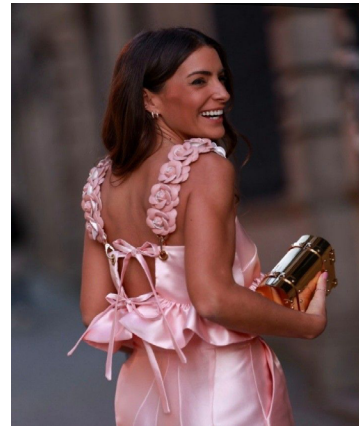
– Valerie Bianci (Mid 20s)

Valerie is a distinguished businesswoman known for her stunning intellect, poise, and magnetic personality. She has worked hard to establish herself in the business world. Valerie moves with confidence, elegance, and grace. Her love for fashion and luxury is reflected in the way she dresses. She believes in the saying ‘Work Hard, Play Hard’ and embraces her strong personality. She makes the time to indulge in activities that give her joy. She loves to do yoga and pilates in her spare time.

Message

Viva Forte means ‘To live strongly’ or ‘To live boldly’. With this title for our new fragrance, we want to convey to consumers to embrace their bold, authentic side.

Customer Persona



Audience Identity

- Sex: Female
- Age: Gen-Z (18 - 25 years) and Millennials (25 - 30 years)
- Income: \$150,000 per year
- Occupation: Fashion Entrepreneur
- Fashionable and well-presented.
- Up to date with news and business trends.
- Strong presence in social circles and influential.
- Independent, Passionate, and Career oriented.
- Values high-quality products.
- Loves being pampered and feeling special.
- Well-informed and knowledgeable.

Customer Persona

Substantiation

- If this brand were a person, what would it be like?

Valentina is an intelligent, confident, and bold woman who is inherently artistic and creative. She is dedicated to pursuing her passion in the creative field and is a career-oriented woman. She is a social butterfly with a bright and fun personality. Her beliefs revolve around being encouraging and empowering. She loves indulging in luxury and is always impeccably dressed. Valentina is very well rooted in her Italian culture and her aura exudes elegance. She loves pampering herself and embracing her feminine side.

- What do we want them to think?

Enhance the way you feel about yourself.
The subtly opulent scent of Valentino’s Viva Forte instills confidence in consumers to be their authentic selves.

- Single-minded proposition

Valentino uses high-quality materials and superior craftsmanship to produce its fragrances, which enhances the aura and attitude of its consumers, making them feel luxurious.

- Substantiation

- 1. Durable and high-quality products
- 2. Exclusive customer experiences
- 3. Empowering nature of the brand language
- 4. Luxury and prestigious

- Key Response

Users of the Valentino Viva Forte Fragrance feel good in their skin since it smells luxurious. The scent is suitable for all occasions and it provides consumers the confidence to be their true selves.

- Measured success

Customers Purchased it!

Competitor Profile



Voice and Messaging

“Creativity as a tool for release, for solidarity, for kindness is the message shared by artists, talents, and activists led by Gucci Creative Director Alessandro Michele for the #GucciCommunity.” – Gucci.com

1. Gucci

Gucci is an Italian Luxury Fashion Brand with a bold and maximalist approach. Their designs are an authentic blend of vintage and modern aesthetics. Both brands appeal to the younger generations making them competitors.

Competing products

1. Gucci's Bloom vs. Valentino's Voce Viva.

Target Audience

Gucci primarily targets affluent individuals (men and women) between the ages of 20–50 years. Recently, they have started focusing on the younger, fashion-forward audience of Millennials and Gen Z.

Psychographics:

- Value a mix of vintage and modernity.
- Love creativity, self-expression, and authenticity.
- Enjoy bright, bold, and eccentric designs.

Competitor Profile



Voice and Messaging

"To Leave a Legacy of Beauty and Be Fully Committed."

- Dior.com

2. Dior

Dior is a French Luxury Fashion House specializing in High-end fashion and Fragrances. Dior's classic elegance with a blend of modernity aligns with Valentino's Brand positioning, making it a fierce competitor.

Competing products

1. Dior's Miss Dior vs. Valentino's Born in Roma.

Target Audience

Dior primarily focuses on Affluent and High-networth individuals (Men and Women) between 25-50 years. Recently, they have started attracting the younger Millennials and Gen Z audience.

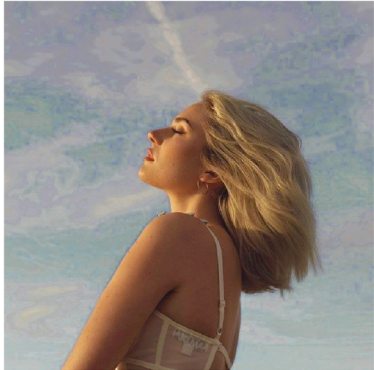
Psychographics:

- Love elegance and timelessness with a modern twist.
- Value the luxury heritage and classic approach.
- Enjoy indulging in luxury and fashion.

Moodboard

Viva forte

Confident



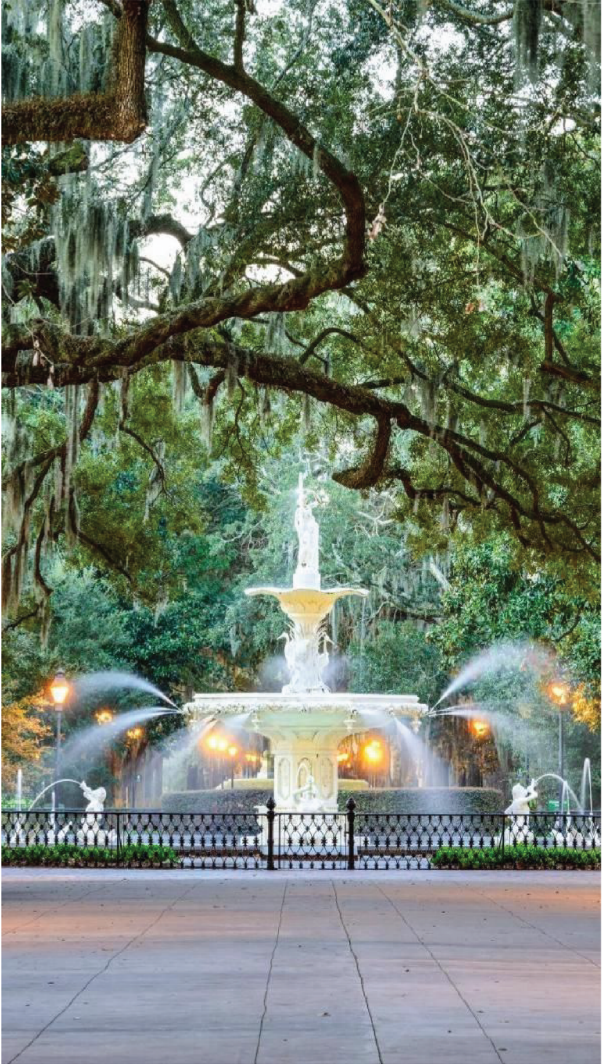
Embrace

Freedom

Earthly tones with a pop of pink



Romantic



Bold

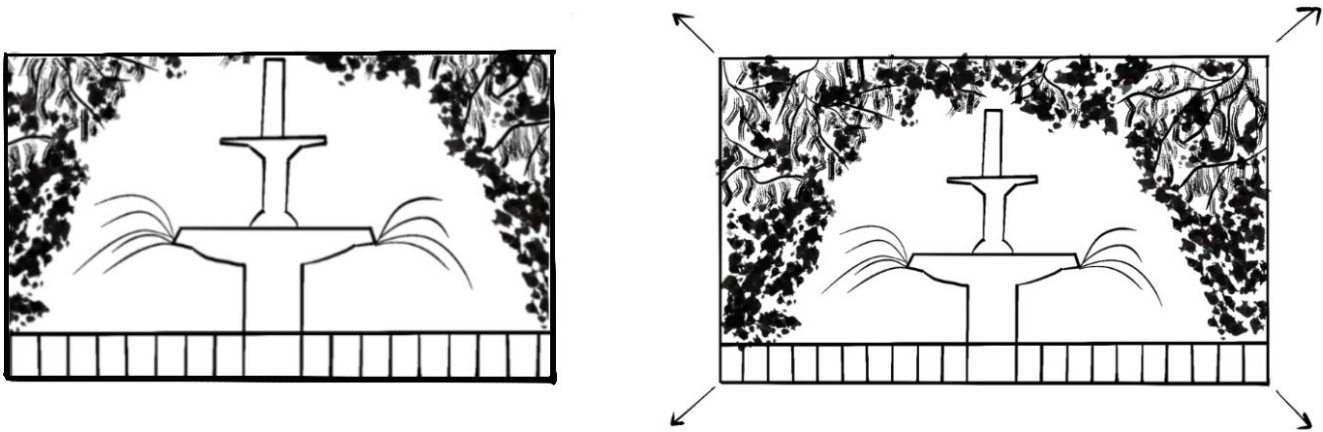


Sophisticated



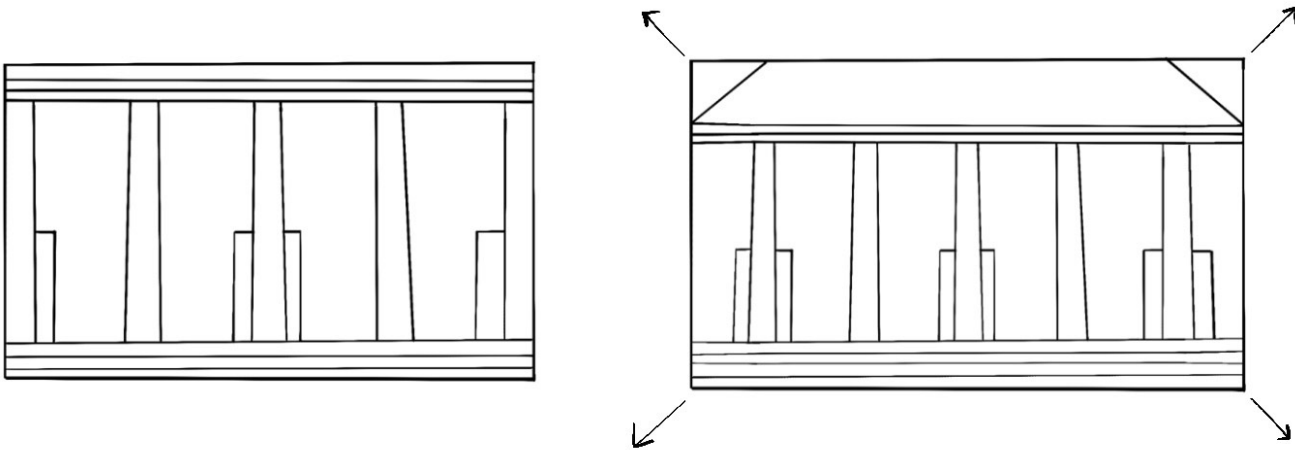
Sanjana Sainath Rao - 11/11/2024 - VALENTINO

Storyboard



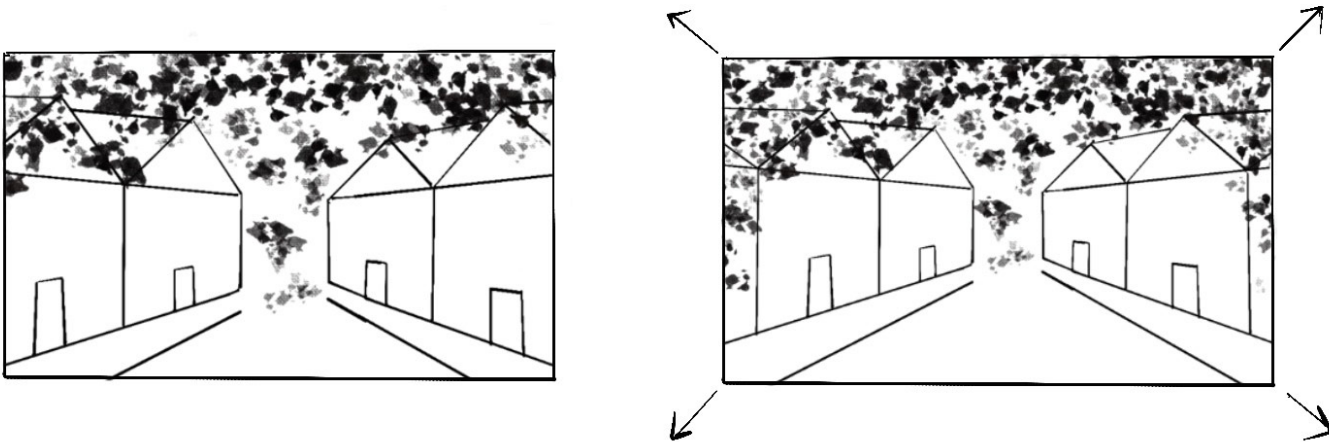
Frame 1: (Eye level, close-up to long shot, zoom out)

The film starts with a close-up shot of the Forsyth fountain. The camera slowly zooms out. This shot shows the whole fountain set against nature. Soft music (piano/opera) with street noise plays in the background.



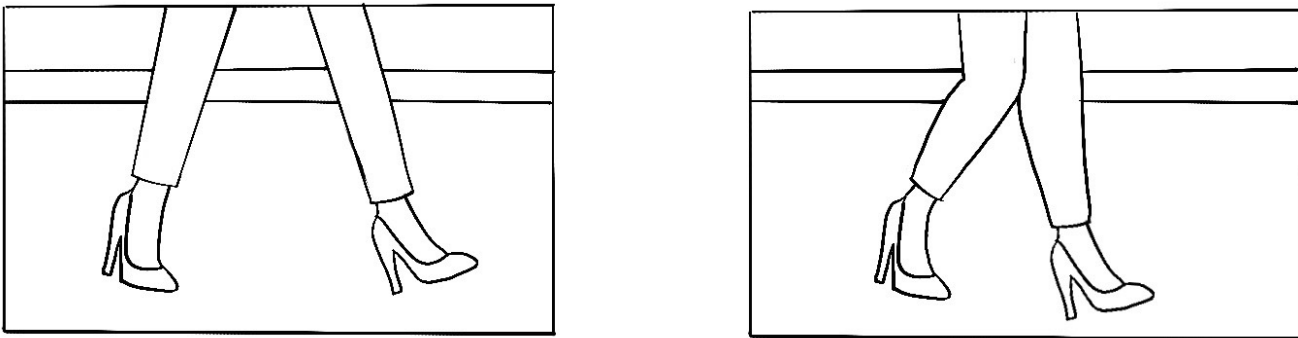
Frame 2: (Eye level, close-up to long shot, zoom out)

A close-up shot of the Christ church as the camera slowly zooms out to show most of the building. Soft music with street noise continues (piano/opera music) playing in the background.



Frame 3: (Eye level, zoom out)

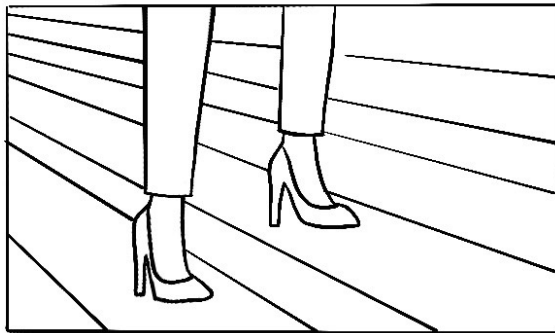
A shot of a scenic street in Savannah as the camera slowly zooms out to show its beauty. Soft music with street noise continues (piano/opera music) playing in the background.



Frame 4: (Low Eye level, close-up, tracking)

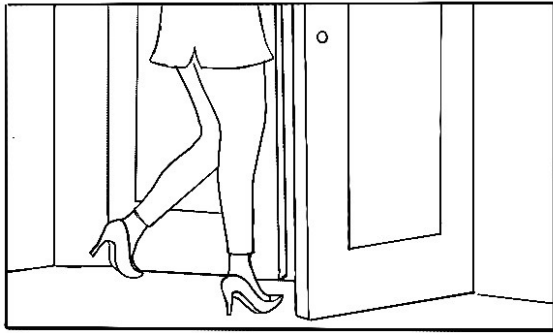
This is a close-up shot of Valerie's feet as she walks in heels. The camera is tracking her movement. Soft music with street noise (piano/opera music) continues playing in the background.

Storyboard



Frame 5: (Low Eye level, close-up)

Valerie climbs up the stairs. The camera follows. Soft music continues.



Frame 6: (Low Eye level, medium long shot)

She walks into a building. The camera is still. Soft music continues.



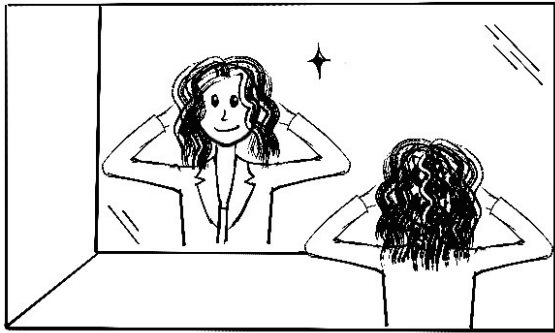
Frame 7: (Eye level, medium long shot)

Looks at herself in the mirror (dressing room/washroom) with contemplation. Soft music continues.



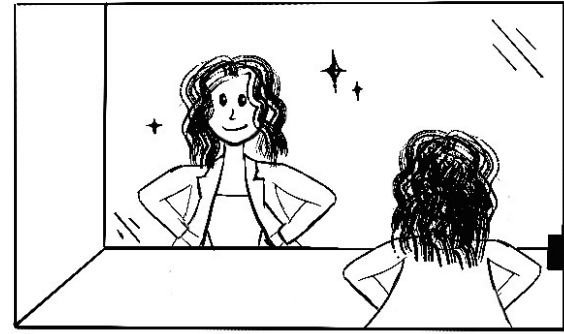
Frame 8: (Eye level, medium shot)

Moment of Revelation! Her expression changes to a slight smile. Music becomes upbeat.



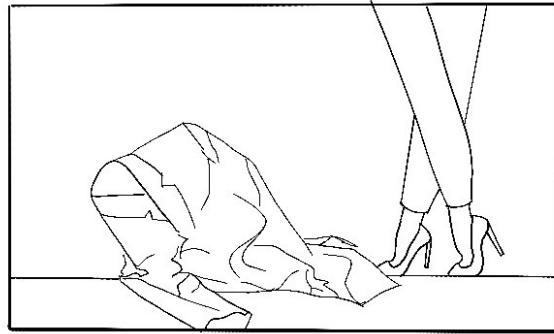
Frame 9: (Eye level, medium shot)

She releases her hair bun and ruffles her hair. Upbeat music continues.



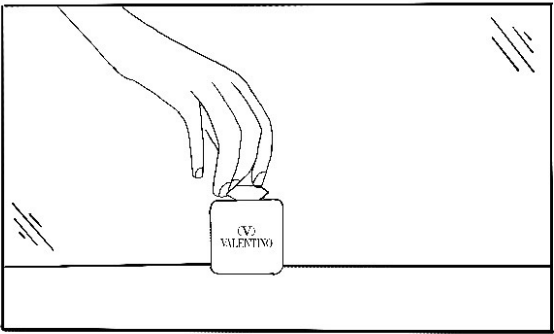
Frame 10: (Eye level, medium shot)

She removes her blazer to transform her outfit. Upbeat music continues.



Frame 11: (Low Eye level, close-up shot)

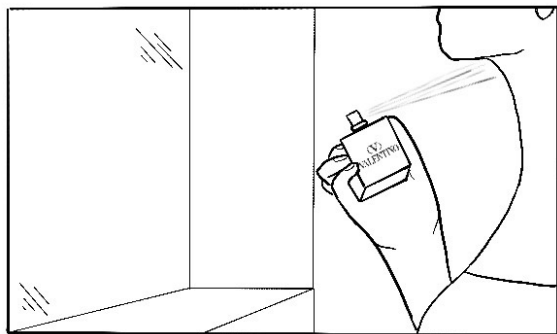
The Blazer drops onto the floor. Upbeat music continues.



Frame 12: (Eye level, close-up shot)

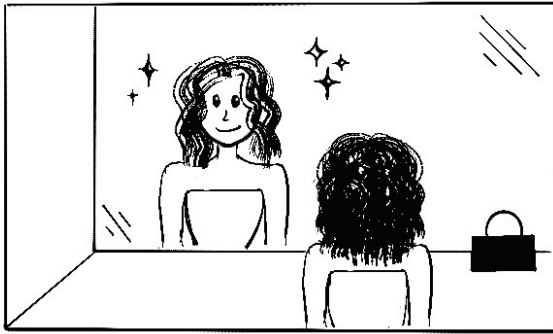
Valerie picks up the bottle of Valentino Viva Forte Fragrance. Upbeat music continues.

Storyboard



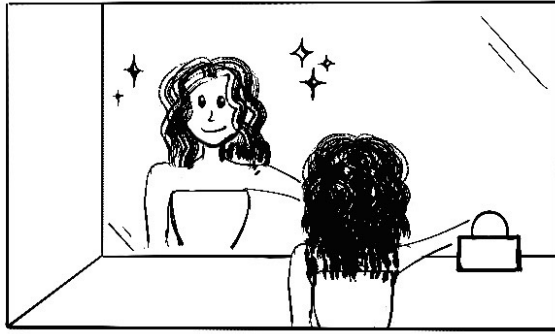
Frame 13: (Eye level, close-up shot)

She sprays the fragrance onto her neck. Upbeat music continues.



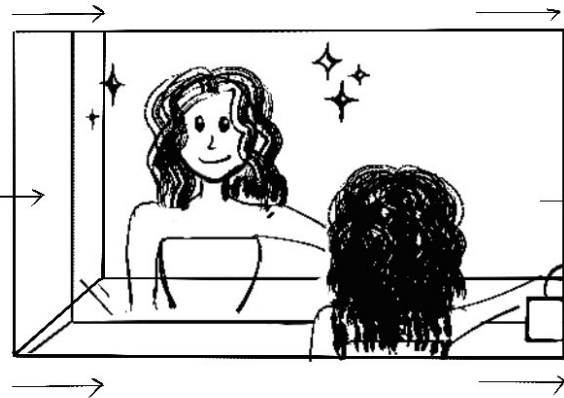
Frame 14: (Eye level, medium shot)

As she looks into the mirror with joy, she feels happy about herself. Upbeat music continues.



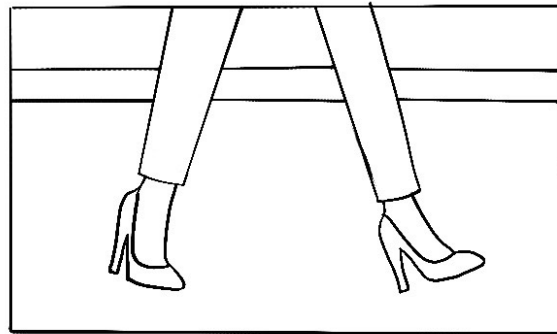
Frame 15: (Eye level, medium shot)

Valerie takes her belongings and leaves the dressing room/washroom. Upbeat music continues.



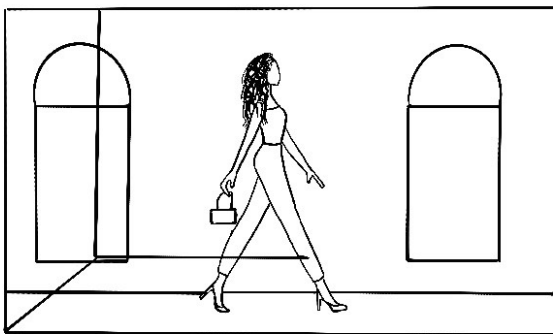
Frame 16: (Eye level, medium shot)

The shot quickly zooms in and pans to the right to shift to the next shot. Upbeat music continues.



Frame 17: (Low Eye level, close-up)

A shot of Valerie's feet as she walks with a bounce in her step. Upbeat music continues.

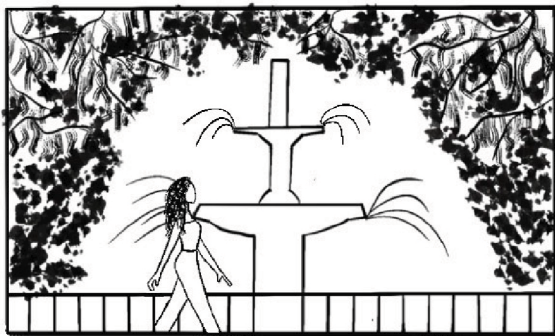


Frame 18: (Eye level, long shot, tracking)

A long shot of Valerie walking alongside Gryphon Cafe with confidence. She twirls and dances showcasing moments of joy and freedom. Upbeat music continues.



Storyboard



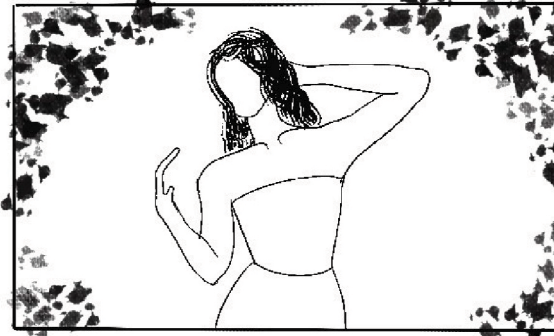
Frame 19: (Eye level, long shot)

A long shot of Valerie walking in front of the Forsyth fountain. Upbeat music continues.



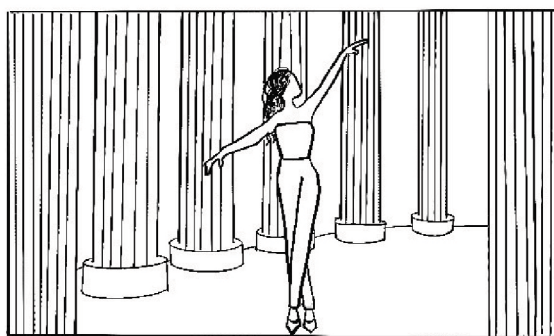
Frame 20: (Eye level, big close-up)

She embraces the water sprinkling on her face from the fountain with a slight smile on her face. Upbeat music continues.



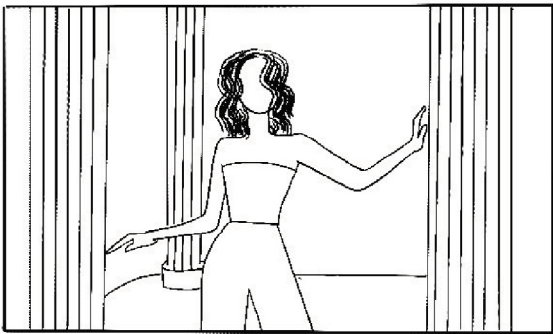
Frame 21: (Eye level, medium long shot)

The shot shifts to Valerie posing and feeling confident. Upbeat music continues.



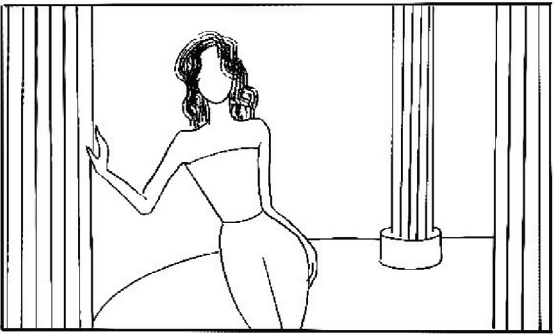
Frame 22: (Eye level, long shot)

Valerie exploring the Christ Church building. Upbeat music continues.



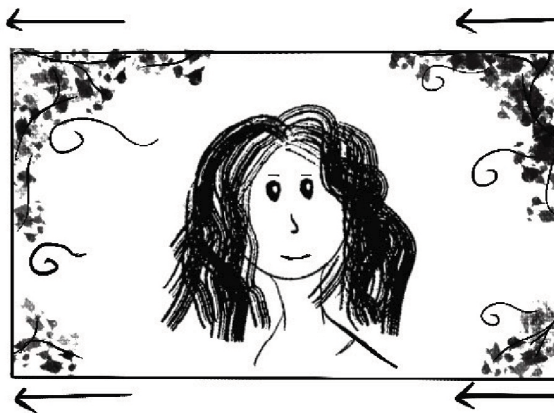
Frame 23 and 24: (Eye level, medium long shot)

Valerie posing alongside the pillars of the building. Upbeat music continues.



Frame 25: (Eye level, close-up)

Close-up shot of Valerie walking. Upbeat music continues.



Frame 26: (Eye level, close-up)

She steps back and looks into the camera. Upbeat music continues. (arrows depict the movement of the character)

Storyboard



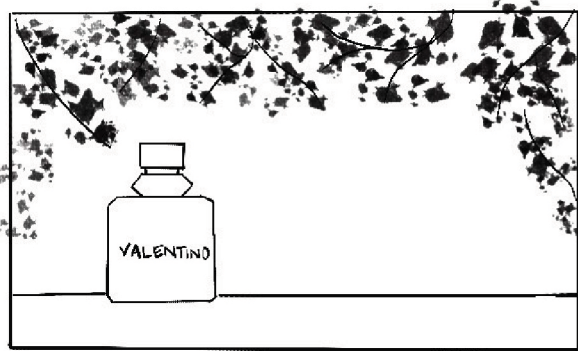
Frame 27: (Eye level, close-up)

She gives a bright smile for a few seconds. Upbeat music continues.



Frame 28: (Eye level, close-up)

Valerie exits the shot. The camera stays still and the frame diffuses. Upbeat music slowly fades.



Frame 29: (Eye level)

The Valentino Fragrance bottle is placed against nature with a slight breeze blowing across.



Frame 30: (Eye level)

The Valentino logo and '#Viva Forte' appear beside the bottle. A voiceover says "Viva Forte, by Valentino".

Story Refinements

Cancelled shots

- Frame 2, frame 6, frame 11, frame 16 and frame 18 were cancelled.
- Frame 8: Zoom in was cancelled.
- Frame 29 and 30 were cancelled and converted into a still.

Added shots

- A frame of the character wearing heels was added after frame 14.
- Multiple versions of frame 21 were used.
- A zoomed out shot was added before frame 25.

Frame order changes

- Frame 9 shifted after frame 13.
- Frame 10 added after frame 8 .

Change in hair, makeup, wardrobe

- Hair was changed from blow dry to hair bun.
- The Bag was not used throughout the film.
- Pant and suit set was changed to a dress and blazer.

Change of Location

- Frame 3: Street of Savannah to Forsyth Park
- Frame 18 was cancelled therefore nothing was shot near Gryphon Cafe.
- Frame 22, 23 and 24: Christ Church to Streets of Savannah

Music changes

- Piano/opera music was changed to birds/nature sounds.
- Household noises added for indoor shots.

Production Schedule

60-Second Valentino Advertisement

Project By: The Cinema Creative
Project For: Valentino Beauty
Project Lead: Sanjana Sainath Rao

Project start: Thu, 9/12/2024

					Sep 2, 2024							Sep 9, 2024							Sep 16, 2024							Sep 23, 2024							Sep 30, 2024							Oct 7, 2024							Oct 14, 2024							Oct 21, 2024							Oct 28, 2024							Nov 4, 2024							Nov 11, 2024						
TASK	ASSIGNED TO	PROGRESS	START	END	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
					M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S							
Research and Ideation																																																																																	
Brand Research and Analysis	Sanjana Sainath Rao	100%	9/12/24	9/18/24																																																																													
Moodboard	Sanjana Sainath Rao	100%	9/19/24	9/25/24																																																																													
Treatment	Sanjana Sainath Rao	100%	9/23/24	10/1/24																																																																													
Storyboarding	Sanjana Sainath Rao	100%	10/1/24	10/6/24																																																																													
Planning																																																																																	
Finalize the Crew	Sanjana Sainath Rao	100%	10/7/24	10/12/24																																																																													
Crew Meetings	Whole Team	100%	10/13/24	10/16/24																																																																													
Location Scouting	Sanjana and Koyna Mitra	100%	10/13/24	10/16/24																																																																													
Arrange Wardrobe and Resources	Sanjana and Rachel Shipman	100%	10/16/24	10/17/24																																																																													
Execution																																																																																	
Advertisement Shoot	Rachel and Koyna	100%	10/18/24	10/24/24																																																																													
1st Draft Edit	Sanjana Sainath Rao	100%	10/25/24	11/3/24																																																																													
Final Draft Edit	Mohit Karpe	100%	11/4/24	11/10/24																																																																													
Submission	Sanjana Sainath Rao	100%	11/11/24	11/13/24																																																																													

Production Needs and Budget

Production Needs

Crew	Location
- Writer - Producer - Director - Director of Photography - Model/Actress - Makeup Artist - Editor	- Forsyth Park - Streets of Savannah - 502 East Henry Street, Savannah, GA
Equipment	Wardrobe
- Video Camera - Lenses - Camera Stand - Diffuser	- Black Dress - Black Blazer - Black Heels - Pink Dress - White/Beige Heels - Gold plated Jewelry/ watch - Makeup kit

Hypothetical Budget

Sl. No.	Category	Cost
1	Model	\$20,000
2	Crew + Equipment	\$100,000
3	Location Permits	\$4000 - \$10,000
4	Makeup + Wardrobe + Product	\$41,000
5	Post-Production	\$10,000
6	Food + Transport + Other	\$5000
	Total Cost	\$180,000 - \$186,000

Production Team



Sanjana Sainath Rao
Writer



Sanjana Sainath Rao
Producer



Sanjana Sainath Rao
Director



Koyna Mitra
Assistant Director



Rachel Shipman
Director of Photography



Taylor Nichole
Model

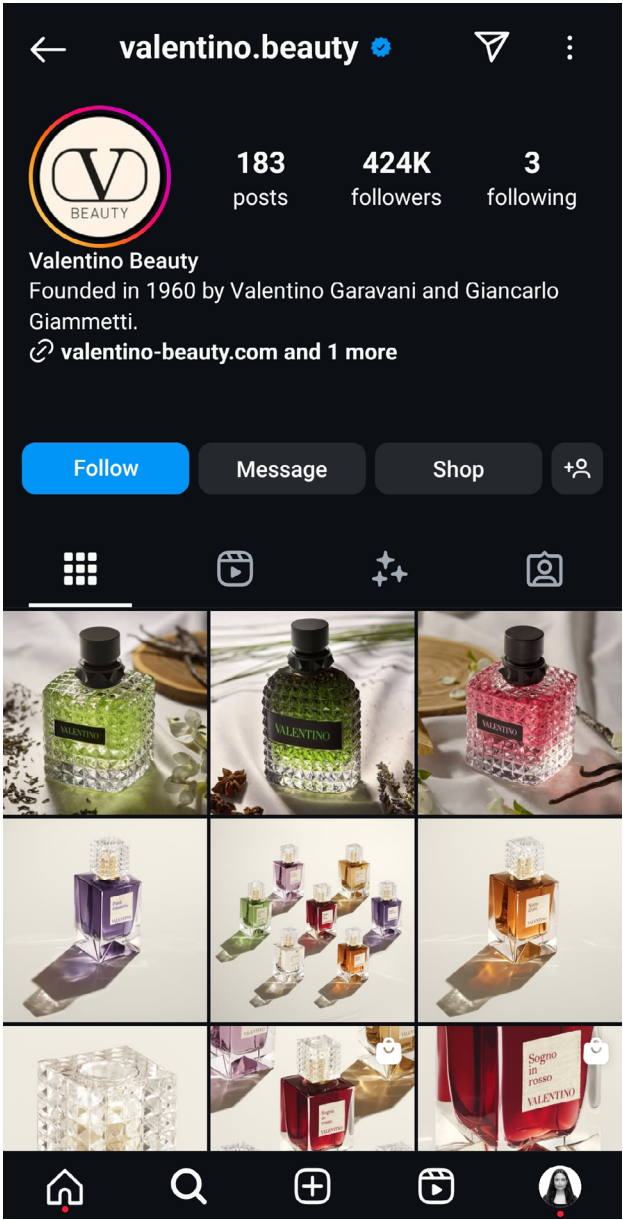


Taylor Nichole
Make up Artist

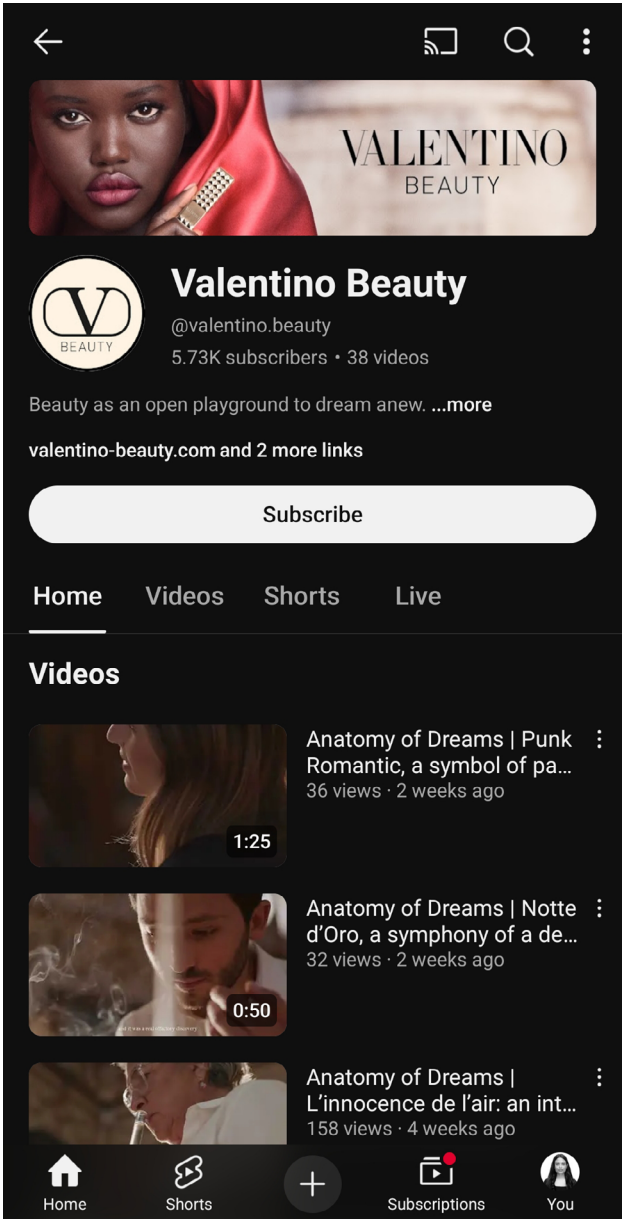


Kashish Tanwani
Editor

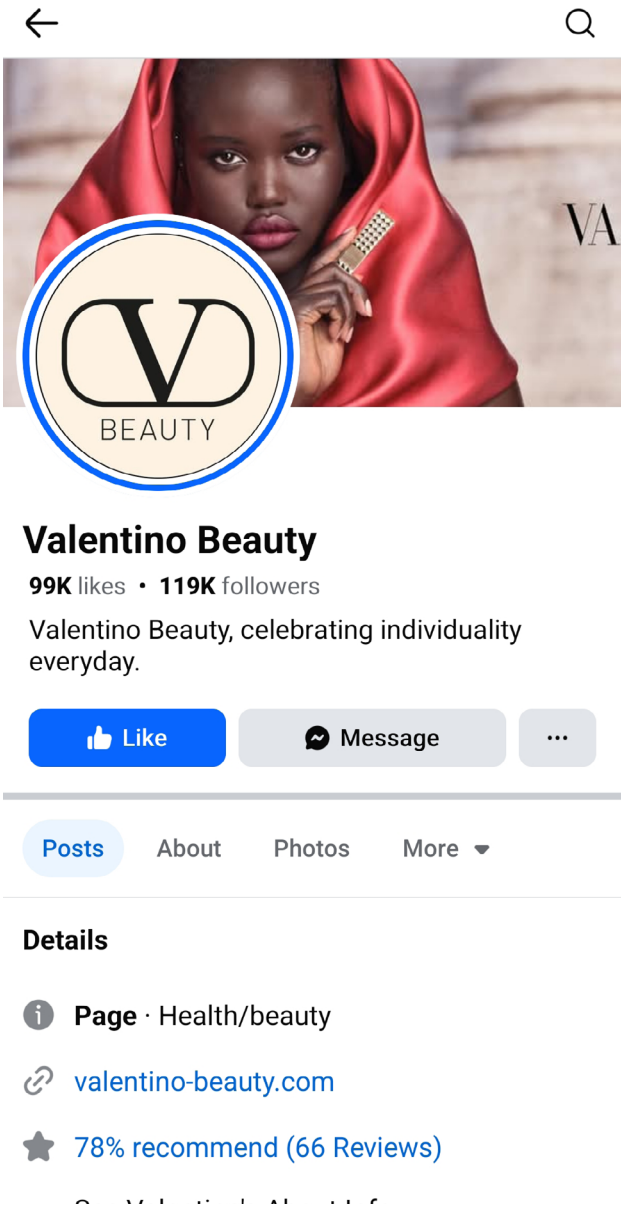
Marketing Channels



Instagram



Youtube

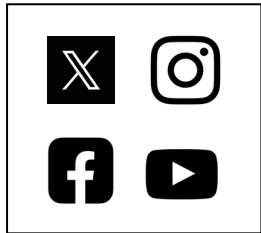


Facebook

Other Channels



Traction and Timeline



1. Launch of the product.
The campaign film is marketed through social media channels.



3. Experiential pop-up: Recreating the dressing room in the campaign film (where the character has a revelation to embrace her true self). It is also a polaroid booth where consumers can photograph their experience.



2. Visual Merchandising:
Create a separate window display and store corner for the product with an impactful visual narrative.

4. Experiential pop-up 2.0:
At a different location than the 1st pop-up (optional).

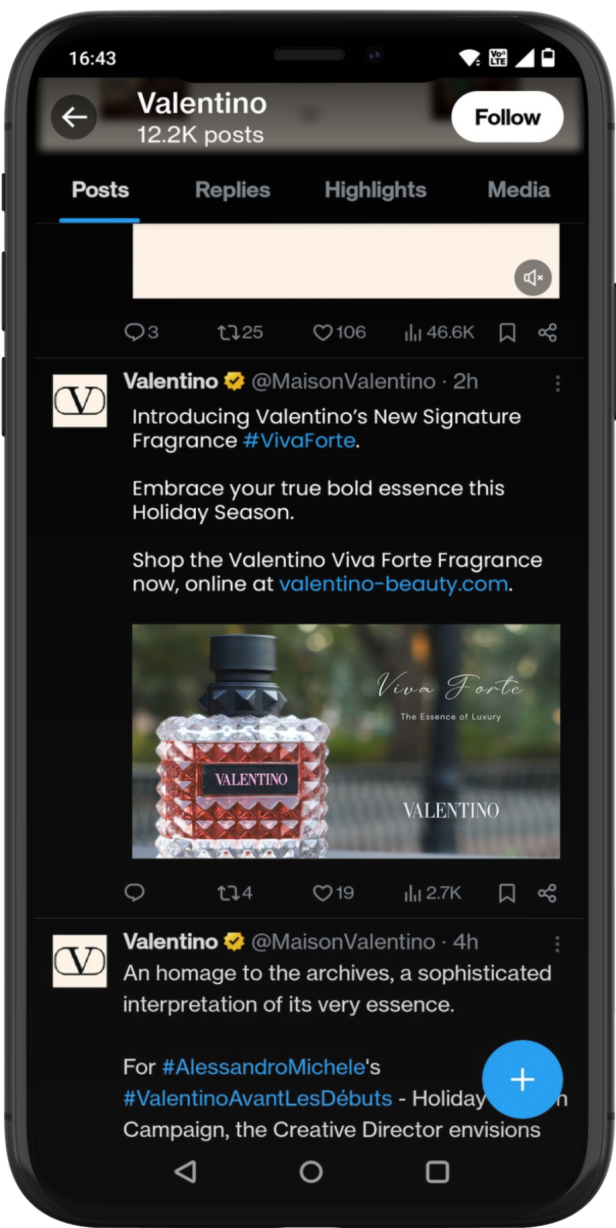


5. Times Square
11:57 pm to 12 am art show:
Collaborate with an artist to showcase an animated version of the campaign.

Static Promo – 1



This image has been formatted and designed to meet the specifications for a post on X. The static promo effectively showcases the brand logo and the product, emphasizes the product name, and includes an engaging catchphrase. The mockup also features a relevant caption and a clear call to action, encouraging customers to purchase.

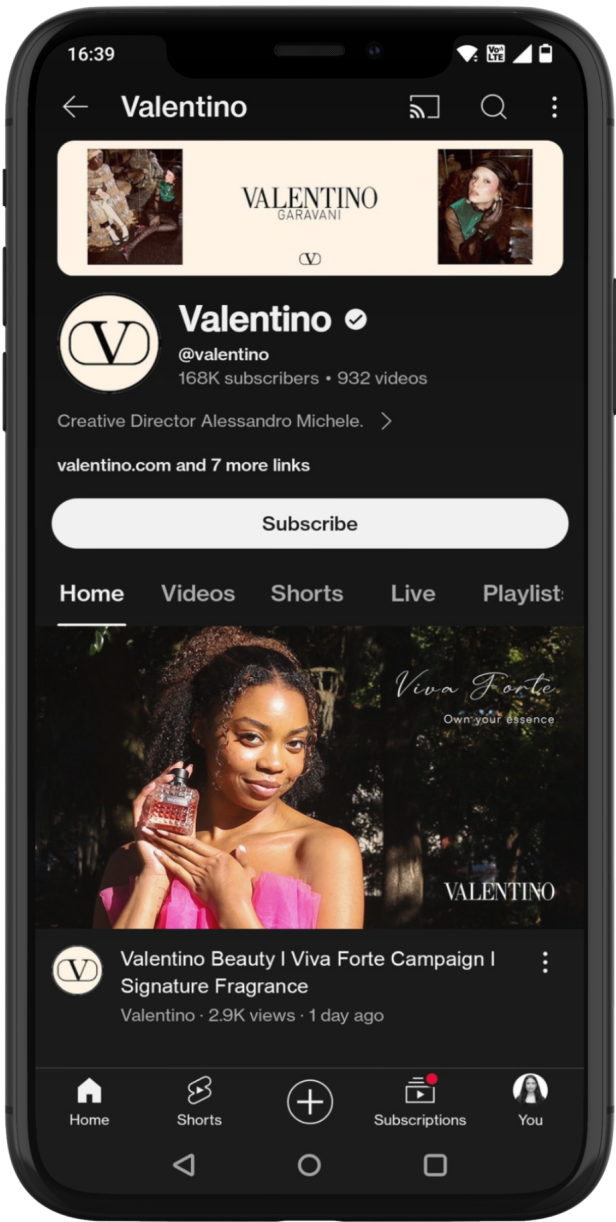


X (Post)

Static Promo – 2



This image has been formatted and designed to meet the specifications for a YouTube video thumbnail. The static promo effectively showcases the brand logo and product, emphasizes the product name, and includes an engaging catchphrase. The mockup also features a relevant caption for the YouTube video, providing all the necessary details.

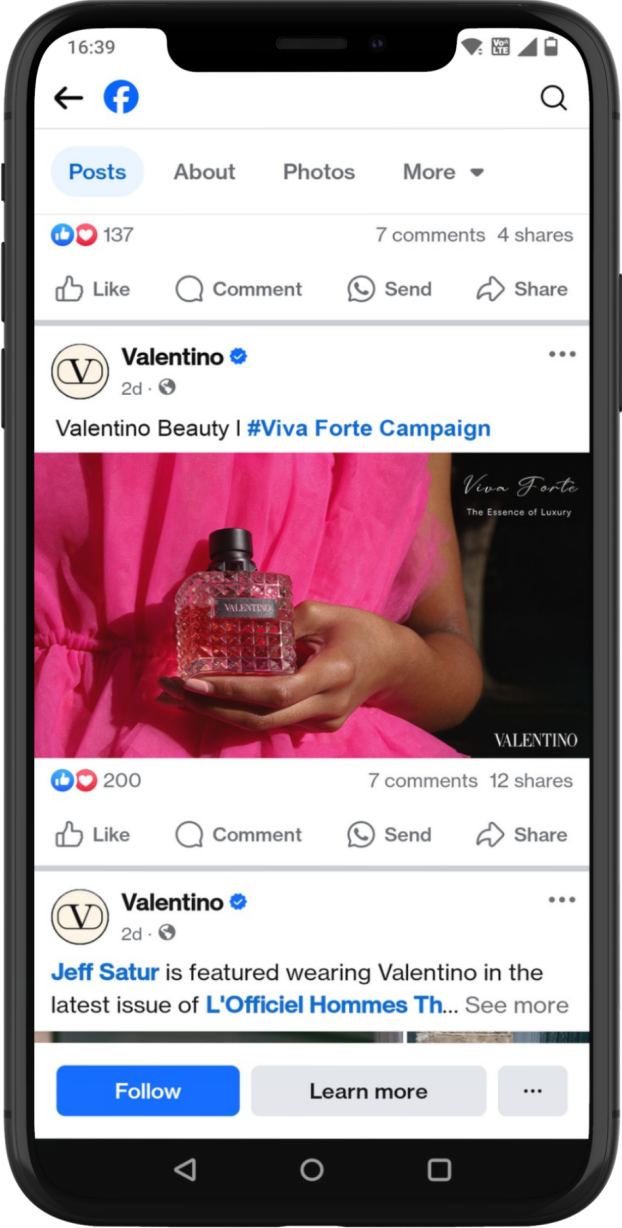


Youtube (Video Thumbnail)

Static Promo – 3



This image has been formatted and designed to meet the specifications of a Facebook post. The static promo effectively showcases the brand logo and product, emphasizes the product name, and includes an engaging catchphrase. The mockup also features a relevant caption with a hashtag to increase brand engagement.

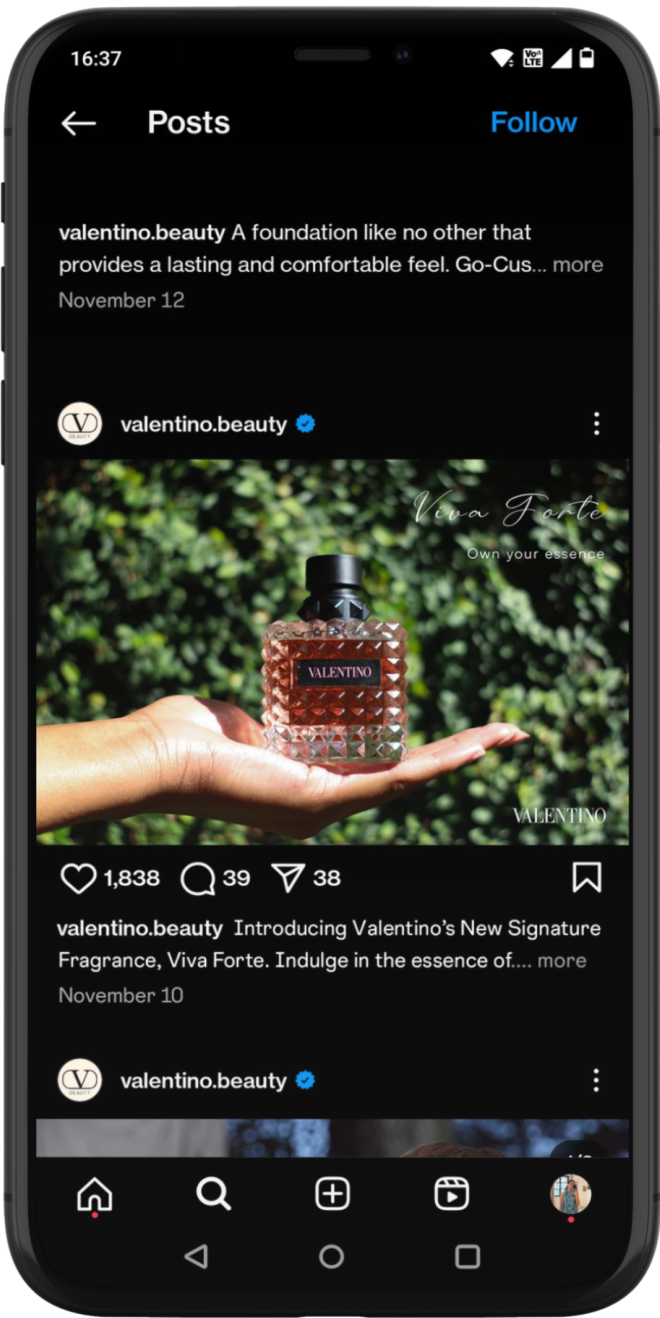


Facebook (Post)

Static Promo – 4



This image has been formatted and designed to meet the specifications for an Instagram post. The static promo effectively showcases the brand logo and product, emphasizes the product name, and includes an engaging catchphrase. The mockup also features a relevant caption with product information to educate the customers.



Instagram (Post)

Email Pitch

To: murphylauren@murphyproductions.com

Subject: Valentino Viva Forte Advertisement Campaign – Project Overview

Hello Ms. Murphy,

It was great catching up with you at the Gala last night. I hope you could catch your flight on time!

As discussed, I am sharing the details of our upcoming project with Valentino. Our agency is producing a 60-second advertisement campaign for Valentino Beauty (licensing partnership with L'Oréal) to launch their new 'Viva Forte' Fragrance. The campaign will introduce the product and Valentino Fragrances to the upcoming Gen Z market while retaining the engagement of Valentino's current millennial consumer base. We will achieve this by promoting a message about embracing one's true bold self which is relatable to both age groups. This message aligns with Valentino's branding and will be communicated with an impactful visual narrative. Since Valentino is looking to engage with the American market, this campaign will be shot in the beautiful city of Savannah which makes the perfect setting for the story. I have attached a detailed project manifesto for your consideration.

Thank you for your time, and I am looking forward to hearing from you.

Best Regards,

Sanjana Sainath Rao

Founder, XYZ Agency

sanjanasrao@xyzagency.com

Credits

Softwares

Adobe Photoshop (Photograph Editing)
Adobe InDesign (Document Layouting)
Adobe Premiere Pro (Video Editing)
Procreate (Logo Design and Storyboarding)
Microsoft Excel (Gantt Chart)

Online Tools

Eleven Labs (AI Generated Voiceover)
Y2mate (Youtube to Mp3 Converter)
Canva (Mockup generation)
Grammarly (Grammar Check)
PNG Tree (PNG Images)

Locations

Forsyth Park
Chatham Square
Green-Meldrim House
Streets of Savannah
502 E Henry Street, Savannah, GA

Websites (Image and Information sources)

Valentino.com
Gucci.com
Dior.com
Voguebusiness.com
Pinterest.com

Mockup base

Instagram.com
Youtube.com
X.com
Facebook.com

Music

Roma – Trinity Ezah (Lyrical and Instrumental)
Royalty Free – ASMR Household, fountain and birds chirping audio

Product used in the frame

Valentino Born in Roma Fragrance

Thank You for your time!

Sanjana Sainath Rao | [Email ID](#) | [LinkedIn](#) | [Portfolio](#) | [Instagram](#)