

BENETTON DEBUTS ON TV, IN CINEMAS AND ON DIGITAL MEDIA WITH CLOTHES FOR HUMANS

In September, the first episodes of the Benetton campaign, fruit of the Italian clothing brand's new strategy

For the first time in its history, United Colors of Benetton will be present on both big and small screens with a series of commercials that, as of September 22, will spread the clothing brand's new campaign to **TV** (Italy and India), **cinema** (Italy and Mexico) and **digital media** in Italy, India, Spain, France, Germany, Portugal, Greece and Mexico.

The message at the base of **clothes for humans** - the brand's philosophy, developed in collaboration with the agency 180 Amsterdam - has already been translated into three product lines, a global advertising campaign, a new website and a series of in-store initiatives and materials including a magalog, a hybrid between magazine and a catalog. Now it's the videos' turn.

Clothing plays an important role in shaping our emotions. Every morning when we choose what to wear, we are deciding on our personality for the rest of the day and how we will emotionally respond to the situations we face. The **clothes for humans philosophy is around understanding moments and emotions in peoples' lives and creating clothes that empower them to make the most of those moments** (i.e. dress up, dress down, dress to move).

The film campaign embraces honest human moments and emotions to show Benetton truly understands people; in these short 15-second clips, portraying **authentic moments of real life**, the UCB FW 2016/17 collection's **clothes are the real protagonists of the stories behind the emotions**.

A girl turns her house upside down looking for a lost earring; a woman has a job interview on Skype and is barely wearing any clothes at all; another one is confronted with a common dilemma: diet and fitness. **Nine video episodes** that show ordinary situations - simple moments - that are usually overlooked by the fashion industry. The protagonists are women with original beauty, not stereotyped, who move through cozy-looking environments that are contemporary and international at the same time, just like Benetton. The videos are directed by Jaron Albertin, the multiple award-winning advertising director whose videos have been viewed millions of times on social networks.

The TV programming includes the launch in **Italy**, starting from September 22nd with ads airing on Mediaset, Rai and satellite channels Sky and Discovery. In Autumn, the campaign will reach **Indian television** as well, on English-language channels dedicated to movies, entertainment, lifestyle, infotainment, music and content for young audiences. In October, three 15-second ads will be shown in 362 **Italian movie theaters** of the "The

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Space" circuit, while in November the campaign will reach **Mexico's** movie theaters in major shopping malls in Mexico City, Monterrey, and Puebla. The ads are also the heart of **online communications**, where the first six videos will also be accompanied by three episodes with children and their clothes as protagonists. The videos will play a key role in Benetton's digital media investment and will be the format for communicating the **clothes for humans** concept in **Italy, India, Spain, France, Germany, Portugal, Greece, and Mexico**. Online visibility is expected to reach Light TV viewers, especially the female target of the major video platforms like YouTube, as well as major online news, entertainment, and editorial content websites dedicated to women.

For more information:

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Credits

180 Amsterdam:

President / CCO - Al Moseley
Executive Creative Directors - Dan Treichel (art), Dave Canning (copy)
Art Directors - Hannah Smit, Rachel Kennedy
Copywriter - Chase Kimball
Client Service Director - Melanie Portelli
Account Manager - Nicole Scopes
Planner - Clare Satterthwaite
Film Producer - James Southward
Art Buyer - Jo Borton

Film Production:

Director - Jaron Albertin
Production Company - Smuggler London
Production Company Producer - Nick Fewtrell
Director Of Photography - Sebastian Wintero
Stylist - Julia Sarr Jamois

Editor - Chee-Han Wong
Post Production - MPC
Colourist - Jean-Clement Soret
Sound Studio - Wave Amsterdam
Sound Engineer - Randall Macdonald