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Strategic Inspiration

CATCH OF THE WEEK

GUCCIFEST FILM FESTIVAL: BRAND ACTIVISM DISGUISED AS ENTERTAINMENT

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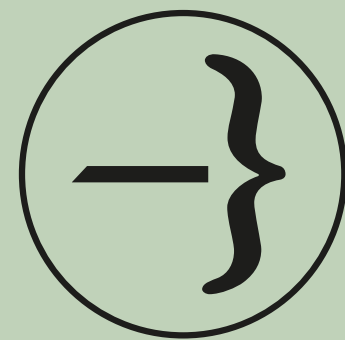
GUCCIFEST FILM FESTIVAL: BRAND ACTIVISM DISGUISED AS ENTERTAINMENT



Today, more than ever, for a brand to adapt to the new realities and connect with new generations, it must create values, cultural relevance and social impact. However, risking everything that has already been built still generates a lot of fear.

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THE GREAT STRATEGIC TAKEOUT



Classic brands teach us that, through entertainment, it is possible to construct activist discourse and commitments that bring about and mobilise change without losing what has already been built.

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WHY SHOULD I READ THIS?

The place that brands occupy is being redefined for the new generations: they are looking for values to identify with, so taking a position on social or environmental issues is a must.

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WHAT ARE WE TALKING ABOUT?

Connecting with young people remains the great challenge for many brands, as they form the generations that are most cynical, sceptical and demanding in terms of the big brands, global media and the mainstream.

For them, a brand with value is a brand that cares about issues such as social and environmental responsibility and uses its voice to inform, educate and raise awareness.

However, achieving the balance between what has already been built and gained by a brand and what is new and yet to be built can be a great challenge for brands with very strong legacies.

What do I have to do? How can I do this if my brand's DNA is based on traditional values? How can I keep my regular audience and connect with the new generations at the same time?

To answer these questions, we have selected the example of GucciFest film festival, a project by Alessandro Michele and the filmmaker Gus Van Sant. The pair created and shot a 7-episode series called Overture of something that never ended.

It is a case that reflects a balance between new horizons and what has already been established. An interesting strategy for connecting a classic brand with new generations:

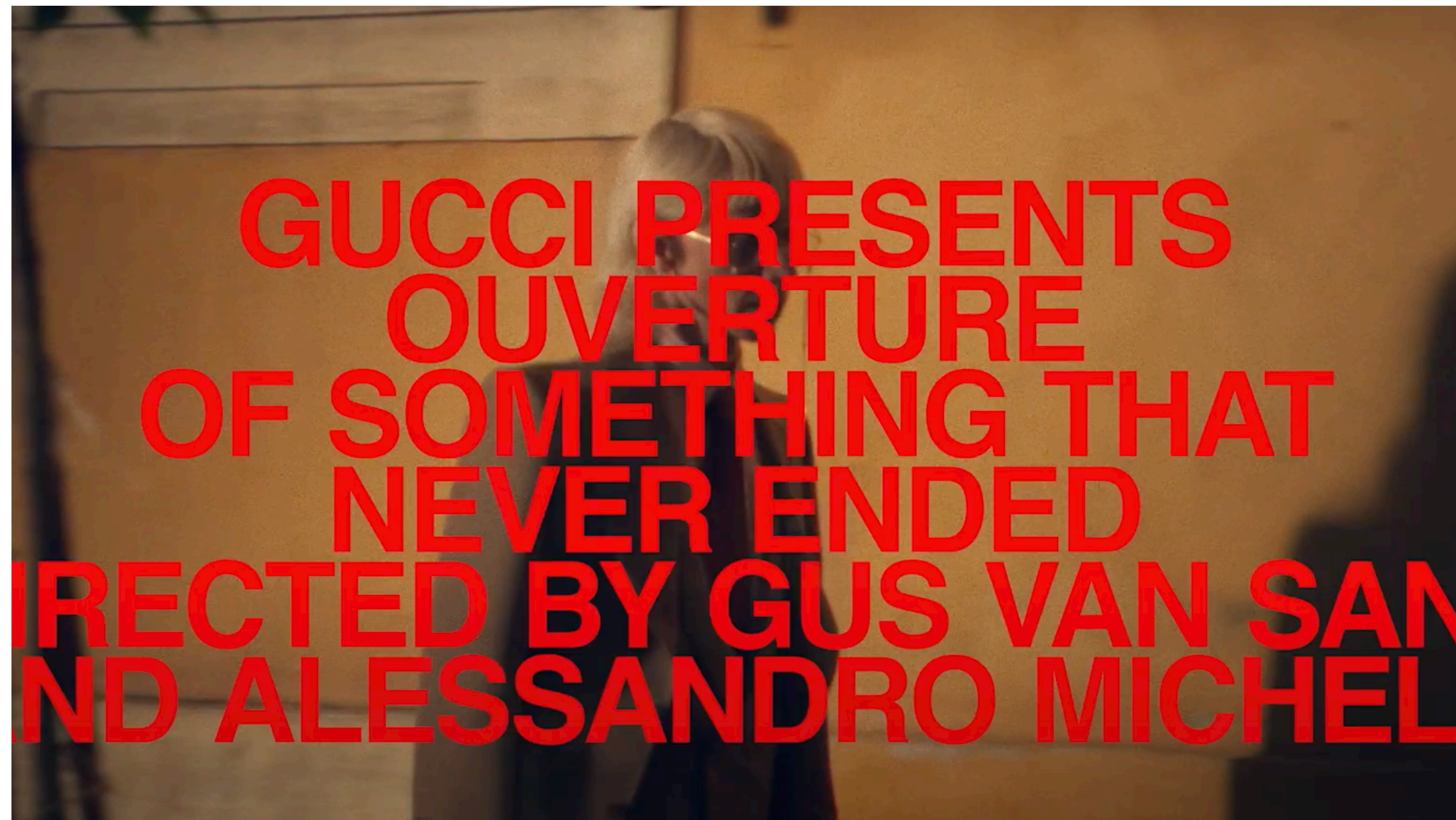
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WHAT ARE WE TALKING ABOUT?

- Openness to and integration of diverse viewpoints is shown through collaborations. Alongside each episode, Gucci also highlighted 15 independent designers who were each invited to create a short film (Mowalola, Collina Strada, Ahluwalia, Bianca Saunders, Gui Rosa and others).
- Narratives portray the everyday and intimate stories that empathetically connect with the current situation and seeks to build authentic links with a generation that needs to move beyond the standards of "the perfect life" to build on a more realistic vision of life.
- The format redefines the forms of consuming fashion, departing from consumption solely as purchasing/using, and proposing a form consumption from entertainment.
- The selection of gender-neutral characters of different ages and ethnicities, puts the focus on the fluidity of identity, something that might be considered unorthodox in the world of classic luxury fashion.
- The discourse entirely eliminates any sense of the binary and it builds on diversity.

A brand that charts new territories by combining digital and artistic expression with activism, and entertainment based on a naive story, in which there are no tensions or sharp or polarising edges.

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LINKS AND WHAT TO FOCUS ON

- _ Use of collection/product to tell a story.
- _ Departure from traditional communication and adoption of the film narrative.
- _ Diversity and inclusion in the casting of characters from the most famous, such as Billie Eilish and Harry Styles, to the least known, including different ages, gender identities and ethnic groups.
- _ Words by the Spanish philosopher Paul B. Preciado (almost unnoticed, speaking on a television show) proposing a world beyond gender standards.
- _ Representation and selection of iconic characters for new generations.
- _ The content is valued as much as the product. It complements and accompanies.
- _ Nostalgic aesthetic.

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WHY YOU SHOULD BE INTERESTED

To connect with new generations, it becomes imperative to rethink the way in which a brand's value is built, from the generation of impactful and empathetic content.

WHERE DO I IMPLEMENT IT?

In the development of content or experiences to connect with new generations.

WHAT TENSION DOES IT RELIEVE?

I'm interested in the brands/products I like stepping out of their comfort zones and proposing something new/ an escape from this year that has been so tedious and boring.

HOW DO I IMPLEMENT IT?

Using the cinematographic narrative of films/series, with main characters/celebrities that are attractive to the target.

Starting from an authentic point of view with cultural relevance and social impact.

Collaborating in the process and proposing plurality, through diverse figures and personalities.

Generating synergies between the world of brands and other worlds relevant to new generations, such as art, music, cinema, fashion, gaming, etc.

FROM A STRATEGIC PERSPECTIVE:

It is a way to elevate the brand, as Michele said, "setting the clothes free" or freeing the products, removing them from the store or the channel to frame them in other more human and empathic contexts.

HOW INNOVATIVE IS IT?

Gucci is a brand that has been building on new horizons for some time and it is one of the fashion brands that best grounds and responds to what new generations expect from brands: they define a perspective with impact, they work with a committee of creatives and brand editors. It hybridises disciplines and gives a voice to new creators. It shows different identities. It changes the traditional paradigms of the fashion industry and traditional communication.

WHO MIGHT BE INTERESTED?

All brands, especially those that have been built heavily on a legacy based on traditional values and want to make a change to stay relevant to new generations.

KEY CONCEPTS:

Content, branded entertainment, activism, social impact, purpose and commitments, generation Z, millennials.

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I WANT IT FOR MY COMPANY/BRAND. WHAT DO I NEED TO KNOW?

WHO IS USING IT ALREADY?

The classic fashion and luxury industries are the pioneers in this type of activism + entertainment. However, when thinking about the branded entertainment format, different categories have experimented with it (cars, mass consumption, etc.). Now is the time to extend activism + entertainment to categories and products/ experiences of all types.

THINGS TO KEEP IN MIND:

Collaboration with experts in narrative construction.

Give editorial freedom to creators and do not be afraid to propose a different perspective than the one the brand is building.

The brand must not impose, but understand and accompany the moment we live in and how creators relate to the audience in an authentic way.

Build a robust activist perspective. These are not isolated elements, rather the brand must carry them in its DNA. Half measures do not work with the new generations.

Dare to do and make mistakes.

Being in constant contact with the audience and put the focus on them. This will help us to get a feel for them and respond to their interests.

The people and the characters are what matters, not the brand: a brand is relevant to new generations, for people who wear it, consume it and enjoy it.

HOW DO I GET A CLEARER IDEA?

Seeing the [Gucci MX collection](#), focused on gender fluidity.

Watching [Savage X Fenty Show](#) and seeing how the paradigms established by the classic Victoria's Secret shift

Seeing the [latest Burberry campaign](#) that combines music, community and creativity to support "the voices of the future", at a time as challenging as the present. (The campaign announcement, created in collaboration with Megaforce, is directed by Katelin Arizmendi and was choreographed by (LA)HORDE, a group of four young dancers)

And finally something more classic, but always relevant: the [history](#) of the synergy between fashion and cinema.

HOW DO I SHARE IT WITH MY NETWORK?

"The keys to connecting our brands with new generations without dying in the attempt".

I'M INTERESTED IN FOR MY BRAND. TELL ME MORE!

This content comes from The Hunter's strategic inspiration tank. If you would like to know how over 15 years of research and mapping enable us to make strategic recommendations that are innovative and culturally relevant, please get in touch with us.

I WANT TO KNOW MORE

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Strategic Inspiration

The Catch is The Hunter's strategic think tank, via which the inspiration needed to take the best strategic decisions is shared in the form of resources, content and original ideas, which can be understood easily and applied immediately.

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