HUGO BOSS NOIR

Marco Sablich



Noir Winter Campaign

- Objective will be to introduce the relatively new Hugo Boss Noir for men and women.

- Perfect fragrance for winter for its tempting, radiant and warm scent.

- Best to promote the product according to the season.

Noir Winter Campaign

- The message and tone:

The concepts will convey messages of desire, love and nostalgia.

Ads will play with colours and time periods, but all will have the same message in common, falling in love and captivate others with our scent.

Is all about creating the best impression about ourselves to others and create memories to those close to us.

Outdoor Billboard

One of the best ways to catch people's eyes is to display our product with timeless colours like black & white.

This is not only visually appealing for everyone but it causes a sense of nostalgia, desire and dreams.



Transit Shelter

Similar to the billboard concept, transit shelter ads will convey the same message with the same tone. This kind of ad while waiting for the bus or someone activates brand awareness and association.

The idea of falling in love, being cared and protected by someone we love and care about resides in everyone's minds and thoughts.



Metro Newspaper 1/2 vertical ads



The ads for newspaper will be mixed with either black and white pictures and colour pictures. As people read the newspaper in the bus, train, etc, they are constantly turning pages so changing a bit of colour in the ads attracts consumer's attention twice leading to keep the brand in the consumers minds as well.



Metro Newspaper 2/3 horizontal ad

As well as playing with timeless messages and concepts with black and white pictures, the horizontal ad concept let us play with fantasies like belonging to a different time with different looks.

For example the 50s the time when glamour, fashion and style were at its peak.

This one concept with a couple in love allow us to promote both perfumes for men and women at the same time.



Other Mockups to show ads in winter season and night time





