Antonio Monarres Monarres

Professor Grigelevich, Michael J

English 140

03 April 2012

<http://mediadecoder.blogs.nytimes.com/2010/06/10/armanis-ax-brand-offers-quite-the-groovy-pad/>

From Giorgio Armani, Armani Exchange has a specific taste of style in the store that they like to maintain. This article talks about the pad design meaning store design and the vibe Armani wants the customer to feel as soon as they walk into the store. The article mentions how Armani uses their models to lure the public into their store with their fancy looks as well as clothing line. There are promoting online websites such as Facebook and Twitter. Their campaign is sure to bring an attraction of customers.

<http://mm.admob.com/web/pdf/case_studies/ArmaniExchange_AdMobCaseStudy.pdf>

Armani is trying a new way of advertising and they have stumble upon mobile devices. They want to develop new text programming were a customer can receive text messaging about new updates refereeing to what’s new on the market. Armani is mainly targeting the famous IPhone by developing a application that only the IPhone can use since the IPhone is well known throughout the public. This application will include watching videos, viewing gallery products, and customers can buy products directly from their mobile site. Doing so Armini gains more exposure in the Entertainment industry, lifestyle, and music industry. As result show their mobile site has been a successes by gaining 48,000 users and >36,000 video views in their mobile site.

<http://www.trendyminds.com/blog/comments/how-influential-are-celebrity-advertisements/>

One way big company brands are able to advertise to great is because of the different methods the company uses. Armani has chosen to do a celebrity campaign that features the famous soccer star David Beckham. Armani has picked Beckham to model their underwear add. Since Armani’s add has air worldwide the company's underwear sales increased 150%. This just goes to show that celebrities can make an impact in the fashion industry as well as in the entertainment industry.