

SUPER PLAYBOY

ARE YOU READY TO UNLEASH
YOUR POWERS OF SEDUCTION?

Playboy reveals a Super-Seductive Advertising Campaign For New Super Playboy Collection For Him & For Her

"You are a Playboy and you have extraordinary powers. You enter a rooftop party. Here's what could happen..."

Playboy launches a super-sexy, super-charged advertising campaign for **Super Playboy**, its new blockbuster fragrance and body care collection. The tongue-in-cheek television, print and digital campaign plays out the epic exploits of super seducers as they take control of the night. Forget saving the world – they're too busy seducing and having fun! Are you ready to play? PRESS TO PLAY!

Super Playboy On Screen

Set in a world where ANYTHING can happen, *Playboy*'s playful new television advertising depicts the adventures of a *Super Playboy* hero and heroine at an über-glam rooftop party. It's the perfect setting for both to unleash their powers of seduction – saving the world can wait! The campaign is directed by multi-award winning Paul Middleditch, who has gained international acclaim for his humorous, and sometimes irreverent, advertising films. Renowned for his iconic work on top youth brands, Middleditch is an expert in using special effects to create visually arresting stories. In 2012, 'Best Ads on TV' ranked him as the world's number one commercial director.

The TV film *For Him* follows the suave *Super Playboy* through various party scenarios with amusing consequences - such as when his X-ray vision drifts from checking out gorgeous women onto a male party-goer - until he meets his match, the *Super Playboy* heroine. The television advertisement *For Her* centres on this same hot *Super Playboy* heroine. We follow her exploits as she uses her powers for heroic feats of seduction. We see her use her kinetic capabilities to play with cute guys and save the wild party from the police, before she catches sight of the sexy *Playboy* at the bar. Giving the sentence, "let's go somewhere else" a whole new meaning, she speeds away with him to an island getaway! Imagine what else could happen... PRESS TO PLAY!

Super Playboy In Print

Encapsulating the sexy, seductive essence of the TV campaign, the print advertisement depicts the moment when the *Super Playboy* couple locks in a steamy embrace - mid-air! Photographed by Jean-

Yves Lemoigne, who is renowned for his sleek and surreal images, the arresting visual cleverly captures the duo hovering over the rooftop pool – as only super seducers can.

Super Playboy Online

Want to be smack-bang in the middle of the action? Now you can! With *Super Playboy's* exciting online experience, there is a new hero in town... YOU! *Super Playboy* invites you to create your own personalised website iamsuperplayboy.com – just click to play. Here, you can become the seduction hero among your friends, complete with mock bios, zany magazine features and crazy-funny interviews. Connect to *PLAYBOY FRAGRANCES* Facebook page and get ready to super play! Coming in August.

Super Seductive Fragrances

Ready to unleash your powers of seduction? The *Super Playboy* line-up stars two addictive fragrances, *For Her* and *For Him*. One spritz and you're in sensational *Super Playboy* mode! Normal dating rules no longer apply.

For Her, a fragrance with the power to make him fall at your feet:

- ❖ First, a bar-style blend of a margarita cocktail, an energy drink and mandarin captures his attention... super-fast!
- ❖ Second, exotic paradise flower, sweet freesia and the utterly mouth-watering amour en cage has him hooked.
- ❖ Check-mate: Sensual amber and sexy musk seal the deal... Now you're in his dreams forever! That poor guy never had a chance!

For Him, a super-seductive fragrance with the incredible power to turn the chat-up routine into a mere formality...

- ❖ First, an unexpected explosion of sparkling bergamot, juicy red apple and spicy black pepper gets her attention... super-fast!
- ❖ Second, an incredible, addictive heart allying the warmth of cinnamon, pineapple's fruity freshness and a soft lavender touch irresistibly draws her to you... she can't resist!
- ❖ Then the finale: a subtle blend of wood, amber and patchouli ensures Super Playboy reaches his target... Every time!

Super Alluring Design

Designed for international men and women of mystery, the *Super Playboy Eau de Toilette* bottles are ultra-modern and ultra-desirable. The fragrance *For Her* is presented in a black and pink cityscape

carton that exudes exclusive glamour. A sexy, zipped bunny's head hints at a seduction where *you* call the shots. Inside, discover a voluptuously-rounded bottle filled with hot fuchsia juice, topped with black bunny ears. A bright pink bowtie completes the powerful, feminine look.

Perfectly befitting a *Super Playboy*, the squared-off bottle *For Him* has a cool, masculine feel. Electric blue juice shines against a city backdrop to create a contemporary, vibrant look. Complementing the bottle, the carton features a dramatic black and blue cityscape, overlaid with a sophisticated silver bunny head that oozes self-assured elegance.

Super Irresistible Body Care

Every Super Playboy knows their powers of seduction also depend on a great fragranced body care routine!

The Shower Gels

For Her, discover a deliciously-fragranced, hydrating *Shower Cream* that makes skin feel super-soft and silky. *For Him*, experience a multi-tasking, full-body *2 in 1 Shower Gel + Shampoo* with a mysterious woody fragrance.

The Deodorants

Even the busiest super seducers will feel ready for anything with the 24-hour protection and exhilarating fragrances of *Super Playboy Deodorants*. The deliciously-scented deodorant for women is presented in a sexy, feminine, dark fuchsia pack; whilst the male version has an invigorating, warm, woody smell and electrifying dark blue pack.

Now PRESS TO PLAY and get ready for some serious action!

The Super Playboy Fragrance Ad Campaign

<i>Advertising Agency:</i>	DDB Paris
<i>Television Advert:</i>	Paul Middleditch
<i>Print Ad Photographer:</i>	Jean-Yves Lemoigne
<i>Digital Agency:</i>	You to You
<i>Global Launch:</i>	August 2013

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