



The Beat is the latest feminine perfume from Burberry, and in keeping with the iconic brand's ongoing efforts to stay trendy and of the moment, it is aimed (what else is new) at a young audience:

With model Agyness Deyn as its face, Beat is targeting a young, urban and hip crowd, said Burberry's creative director Christopher Bailey. "The mood of the fragrance is young, modern, energetic, dynamic, expressive, fun, vigour, verve and spiritedness ...

Our research, showed that the Burberry's campaign achieved satisfactory advertising awareness for its young audience target group and a high degree of media attribution to the billboard format employed.

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