

# ACQUA DI GIOIA EDT



ACQUA  
*di* GIOIA  
*eau de toilette*

Launch: May-June 2014

Olfactive family: citrus floral

Price positioning: = ADGA Eau Fraiche

Benchmark: ADGA Eau Fraiche

Range: 30ml OS, 50ml, 100ml

PLV: samples, 5ml mini

Support: sprayings, TV (KZ, AZ?), aqua  
animation, branding

Expected space: 1 shelf

# ACQUA DI GIOIA ESSENZA



ACQUA  
*di* GIOIA

Relaunch: TBD\*

Olfactive family: floral

Price positioning: = ADGA EDP + 10%

Benchmark: 50% of previous launch

Range: 50ml, 100ml

PLV: samples

Expected space: 1/2 shelf

# EAU D'AROMES



Launch: Sep-Oct 2014\*

Olfactive family: citrus woody

Price positioning: = EDN = EPH

Benchmark: EDN

Range: 50ml, 100ml

PLV: samples, 7ml mini

Expected space: 1 shelf on launch, 1/3 shelf after



## CODE ICE



Launch: Sep-Oct 2014\*

Olfactive family: aromatic woody

Price positioning: = Code Homme\*\*

Benchmark: ADGA Eau Fraiche

Range: 50ml, 75ml

PLV: samples

Support: TV (KZ?)

Expected space: 1 shelf on launch, 1/2 shelf after

# SI EDP INTENSE



**GIORGIO ARMANI**  
eau de parfum intense



Launch: Oct 14

Olfactive family: chypre fruity

Price positioning: = SI+12% \*

Benchmark: 40% Si EDP

Range: 30ml OS, 50ml, 100ml

PLV: samples, 7ml mini, 1L dummies,  
wrapping

Support: TV (UA, KZ, AZ), Print (UA)

Expected space: 1 shelf