

Geoffrey Beene Unveils TV Ads to Promote Cancer Research Message

The ads starring Kellan Lutz will run through the end of the year.

By [Jean E. Palmieri](#) on April 21, 2017



 The Geoffrey Beene commercials feature Kellan Lutz.

Geoffrey Beene is getting more serious about publicizing its mission to fund cancer research.

For the first time, the brand has launched a television campaign expected to get 100 million impressions and reach some 200 million households through the end of the year. The ad will air 1,600 times a month for the next eight months.

The spots feature brand ambassador Kellan Lutz, who has appeared in the company's Man on a Mission print, outdoor and online campaign since February. In the 30-second television ad, the "Twilight" actor is shown running and jumping over rooftops to the strains of Walk This Way, but then slowing things down, looking straight into the camera and talking earnestly about the [Geoffrey Beene](#) mission.

"Geoffrey Beene has one mission: to help save lives," Lutz said. "Every purchase of a shirt, tie suit or an accessory from the Geoffrey Beene collection will help to push new cancer research forward."

The image shifts to a screen that says 100 percent of net profits from the merchandise sales fund cancer research at the Geoffrey Beene Cancer Center at Memorial Sloan Kettering.

Tom Hutton, president and chief executive officer of the Geoffrey Beene Foundation, said this is the first time the company has run television ads, although its licensees had done specific product ads in the past.

"This is primarily to educate people about our philanthropic mission," he said. "We have found the public to be predominately unaware and social media hasn't really picked us up. But if someone is sitting at home and sees this two or three times, we hope we'll hammer the message home.

"We just hope it makes an impact," he added, "since our goal has been to find new ways to save lives. And we've made an amazing difference already. There are eight to 10 drug breakthroughs that have been found due to our funding. But we need more."

The commercial is a shortened version of a film created to support the print ads by Cool Gray Seven and directed by Grace Naughton. They will air on Spectrum, MSG, YES and Fox News in the top markets of Macy's and Geoffrey Beene. That includes the New York metropolitan area, Detroit, Pittsburgh, Minneapolis/St. Paul, Northern California and Hawaii.