

INTERNET

Burberry extends ad campaign awareness with video-enhanced email

July 7, 2014



Burberry autumn/winter 2014 campaign image

By SARAH JONES

British fashion label Burberry is promoting its autumn/winter 2014 campaign with an email blast sent to newsletter subscribers containing a behind-the-scenes video.

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Luxury Daily

Instead of sending consumers to a landing page to view the video, Burberry embedded the 18-second film in the email, allowing consumers to watch without leaving their inboxes. This will increase the likelihood of Burberry's video being watched by consumers, as well as drive more traffic to the landing pages.

"The advantage of embedding the video in an email is the lower barrier to viewing," said Amanda Rue, strategist at [Carrot Creative](#), New York.

"When an email drives users to a landing page to watch, it requires a click outside of the email environment," she said. "Embedding creates a seamless experience that is likely to increase views of the video."

"Because viewers can see the product in motion directly from the email, it is likely to grab attention, and pique interest to click through to the ecommerce page that features the product."

"Email marketing can be an extremely effective tool to quickly convert a user through a shorter, frictionless path to purchase."

Ms. Rue is not affiliated with Burberry but agreed to comment as an industry expert.

Burberry did not respond by press deadline.

Follow-up announcement

Burberry first unveiled its advertising campaign to consumers on social media June 9. The campaign stars models Cara Delevingne, Malaika Firth, Tarun Nijjer, Suki Waterhouse, Oli Green and Callum Ball.



Burberry autumn/winter 2014 campaign image with Cara Delevingne, Suki Waterhouse and Oli Green

Many of these faces also appeared in Burberry's spring/summer 2014 campaign, along with a number of other young British stars to bring its classic style to a younger generation ([see story](#)).

After posting a series of shots from its autumn/winter campaign on Facebook and Twitter, including images of models wearing the iconic trench coats, shearling jackets and hand painted garments from the fall runway show, Burberry shared a one-minute video from the filming of the ads.

The models strut, spin and pose in the collection, showing consumers how the clothing moves, and sharing their personalities with Burberry's social audience.

Embedded Video: [//www.youtube.com/embed/BGzFo5RFX2A](http://www.youtube.com/embed/BGzFo5RFX2A)

Introducing the Burberry Autumn/Winter 2014 Collection

Burberry also shared a number of behind-the-scenes photos, showing the models getting their makeup retouched or interacting with photographer Mario Testino.

Behind The Scenes - The Burberry
Autumn/Winter 2014 Campaign

Updated 7 hours ago · v

On the set of the new Autumn/Winter 2014 campaign starring a dynamic British cast of models and actors including Cara Delevingne, Suki Waterhouse, Malaika Firth, Callum Ball, Tarun Nijjer and Oli Green

Discover more: www.burberry.com/173



Facebook album from Burberry

For an audience who may have missed the social unveiling of the campaign, Burberry's email on July 2 filled them in.

The subject line read "Introducing the Burberry Prorsum A/W14 campaign."

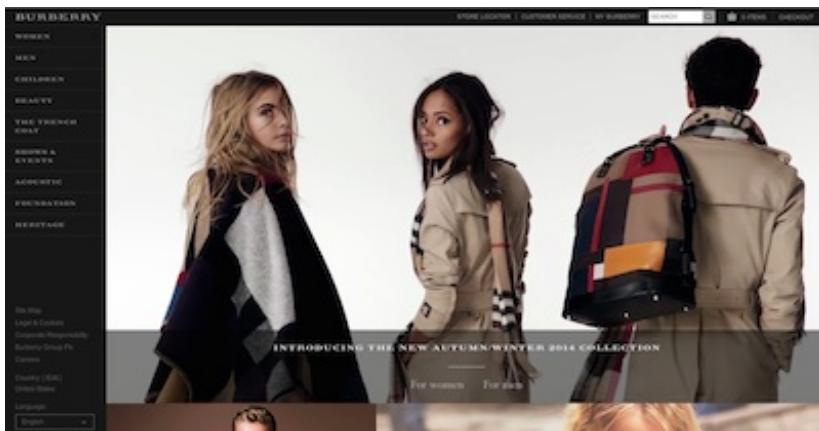
A video is the sole imagery in the body of the email aside from a Burberry store sign. Consumers can click to watch Ms. Delevingne and Ms. Firth sashay in billowy dresses from the collection. This footage is a snippet of the longer social campaign video from Burberry.



Email from Burberry

Below the video are links to three different landing pages. Consumers can click on “shop women” or “shop men” to be taken to the appropriate ecommerce pages.

At the top of each page is imagery from the autumn/winter campaign. The women’s page highlights hand painted accessories, while the men’s shows off the shearling jackets.



Burberry email landing page

If consumers click on Burberry’s copy in the email speaking about the collection as a whole, they are brought to a landing page that features both the men’s and women’s lines.

At the top of the page are still images of Ms. Delevingne and Ms. Firth in the same dresses shown in the email for continuity. If the consumer hovers over the images, footge

automatically plays.

Along with the email push, Burberry reignited interest for its campaign on social media, reposting the campaign and backstage images, and adding additional photos.

Moving pictures

Burberry has previously used image-heavy emails to get consumers interested in clicking through.

The British fashion house highlighted the craftsmanship behind its newest line of sunglasses with an email blast sent to subscribers.

Burberry created a collection of shades inspired by its iconic trench coat, and used imagery of both its trench coats and its sunglasses in the email campaign to connect the two lines in consumers' minds. By including photos of the eyewear being made with the images of the finished products in the email, Burberry was able to communicate its craftsmanship before the click-through ([see story](#)).

A number of brands have incorporated GIFs into their emails for eye-catching appeal that mimics social media.

For instance, French fashion label Chloé placed a moving image front-and-center in an email blast for its Baylee accessory collection to catch consumer attention.

To illustrate the fact that the small leather goods featured were different colors on either side, the brand used a GIF style image in which the accessories disappear and reappear in various hues. Since the imagery used in email marketing is typically still, this ad will likely stand out in consumers' inboxes ([see story](#)).

Emails are unique in that they reach a heavily interested audience, providing a platform for the brand to share news.

"The video is there to pique interest and inspire to see more," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York. "It is made for a compulsive shopper who might click to take a quick look at the collection between reading emails.

"It is clearly speaking to the existing Burberry fan who doesn't need much intro to the brand, just an invitation to take a fresh look," she said.

"[The email] is definitely encouraging shopping by highlighting the option to pick up in store. The video is visually appealing enough to inspire a click at the very least. It adds another dimension to a flat email format and encourages interaction from consumers.

"Burberry fans are used to seeing visually rich, engaging content from the brand, and this video email campaign is a great example of that."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/FfkztuM41Jc](http://www.youtube.com/embed/FfkztuM41Jc)

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