

MULTICHANNEL

Miu Miu teases fall/winter campaign video to grow reach

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Miu Miu fall/winter campaign

By NANCY BUCKLEY

Prada-owned Miu Miu is launching a fall/winter 2014 advertising campaign video that has been teased on various forms of social media prior to the release.

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The video features monochrome images of actress Stacy Martin in various items of the fall/winter collection. Miu Miu's teaser videos have been slowly leaked for the week prior to the campaign video's release, creating a buzz around the campaign and the brand.

"The Miu Miu video campaign fall/winter 2014 decision to tease the video on Facebook and Instagram makes a lot of sense when it comes to social reach," said Sebastian Jespersen, CEO and founder of [Vertic](#), New York.

"Instagram is a breeding ground to find the modern fashionista, or beauty enthusiast," he said. "Miu Miu can benefit from organic social sharing."

Mr. Jespersen is not affiliated with Miu Miu, but agreed to comment as an industry expert.

[Miu Miu](#) was unable to comment by press deadline.

Multiple videos

The Miu Miu fall/winter 2014 advertising campaign video features Ms. Martin and is shot by fashion photographer Steven Meisel.

Contrasting light and monochromatic shades and split screens allude to the two stories being portrayed in the film. The lighting and outfit changes give Ms. Martin multiple personas.

The Warhol-like looks adds to the shading and dramatic effect of the video.



Miu Miu's Instagram

The film had three teaser videos on Miu Miu's Facebook, Twitter and Instagram accounts. Each teaser is a few seconds long and features images of Ms. Martin in the film.

Miu Miu's first teaser on Facebook was released on July 10 with the caption "Actress Stacy

Martin appears as a modern-day Warholian superstar in the brand's latest campaign.” This statement is followed by a darkly shaded video with glimpses at Ms. Martin.

The same video was also released on Twitter and Instagram with the caption “The talented Stacy Martin catches the eyes in the new Miu Miu campaign.”

Miu Miu's second video appeared on July 11 and features unpublished shots from the video campaign of Ms. Martin.

Embedded Video: [//www.youtube.com/embed/eJb_IN5XjI0](http://www.youtube.com/embed/eJb_IN5XjI0)

Fall/winter campaign video

The most recent teaser, released one day before the video, gave followers a glimpse behind-the-scenes of the film. This particular teaser is a quick slideshow of still images of Ms. Martin on the set of the film.

Miu Miu released its video on July 15 on its YouTube channel.

Teasing brands

Teasers allow brands to continually reach out to consumers with a single topic that seems fresh.

For example, British fashion house Burberry showed a glimpse at the craftsmanship involved in constructing items in its autumn/winter 2013 menswear collection through a teaser video and digital promotions for the show.

The autumn/winter 2013 menswear show took place Jan. 12 in Milan, Italy, but the brand released the teaser video Jan. 10 to give consumers a preview of the collection. The brand also promoted the show over multiple digital and social platforms ([see story](#)).

Also, French fashion house Christian Dior teased its upcoming campaign for the Miss Dior handbag line with a black-and-white social video featuring longtime brand ambassador and actress Mila Kunis.

The video depicted Ms. Kunis as a celebrity figure who is followed around a city by paparazzi. Dior likely used the video to create hype for an upcoming print campaign, a strategy that many luxury fashion houses used for fall/winter 2012 advertising ([see story](#)).

Teaser video techniques let brands continually target enthusiasts. The Miu Miu campaign will likely draw attention to the brand and its fall/winter collection.

“The key is being able to correctly target the customer and showcase a relevant advertisement,” Mr. Jespersen said. “If you can find the target customer you can drive interest.

“If Miu Miu does this, their creative message speaks loud and clear. The use of monochrome imagery, along with the Warhol-like creative direction gives a sense of 1960s fine fashion,” he said. “To follow up on the campaign, Miu Miu should also make it relatively easy for the customer to locate the nearest store.

“It would be beneficial for both the brand and the customer if there was an easy way to engage the customer to find apparel or locate the nearest store once engaging with the campaign. Also, with increased customer engagement, now we’re seeing interactive videos that allow users to stop videos and engage with various products that the models are wearing – this adds a whole new level of engagement.”

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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