

INTERNET

## Chanel warms up with print before sharing campaign socially

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*Chanel fall/winter 2014 campaign image*

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By SARAH JONES

French fashion house Chanel is giving consumers a full look at its fall/winter 2014 collection and advertising campaign with social content and a microsite.

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**Luxury Daily**

Instead of sharing its campaign "Coco Coach" with an online audience first, Chanel chose to release its digital content after the print ads broke in magazines. This meant consumers had a familiarity with the images before the brand gave behind-the-scenes access, making for more interest in the process of creating the ad.

"Launching additional components to the campaign following print is a approach for the campaign rollout," said Kristin Faucher, group engagement director at [Huge](#), New York.

"New content offers consumers a deeper way to engage with the brand, while also extending the campaign's reach, dialogue and interest beyond just the print pieces and runway event," she said.

Ms. Faucher is not affiliated with Chanel but agreed to comment as an industry expert.

[Chanel](#) did not respond by press deadline.

In the ring

Chanel's ad campaign opened Vanity Fair's 142-paged August issue with a three-page spread beginning on the inside front cover. The first advertisement shows model Cara Delevingne up against a mirror with a boxing ring in the background.

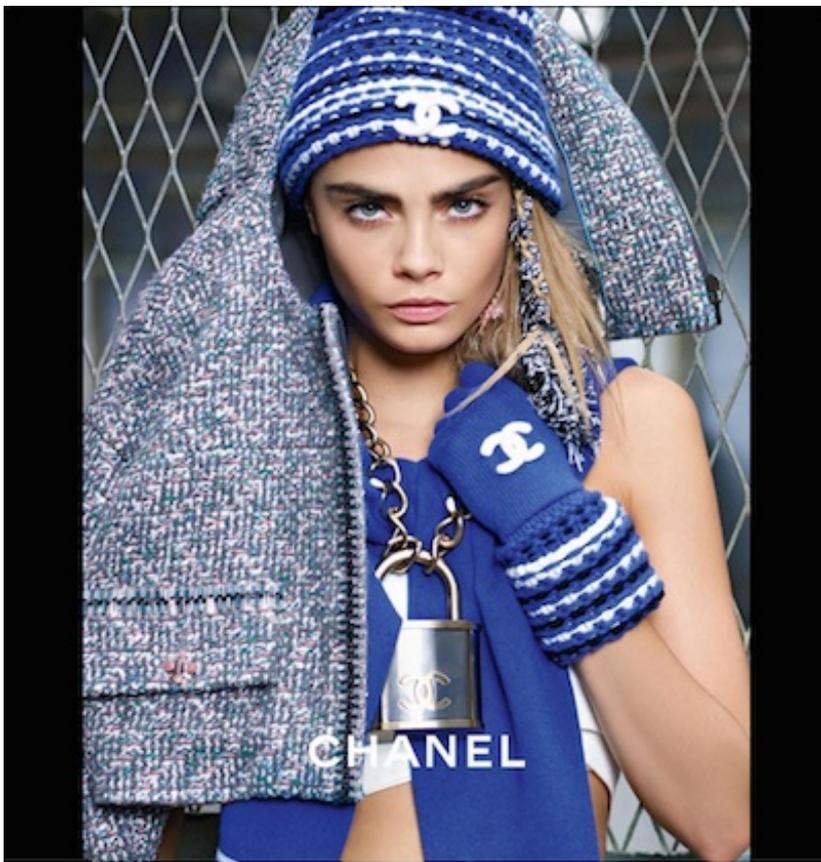


*Chanel's ad in Vanity Fair*

The second page that followed show Ms. Delevingne and fellow model Binx Walton leaning on a weight bench while the third showed Ms. Delevingne again, but alone in the boxing ring. Chanel's ads were printed on thicker paper stock to make an impression on readers beginning the magazine ([see story](#)).

After the ads had begun to make an appearance in fashion magazines, Chanel shared the making of the campaign online.

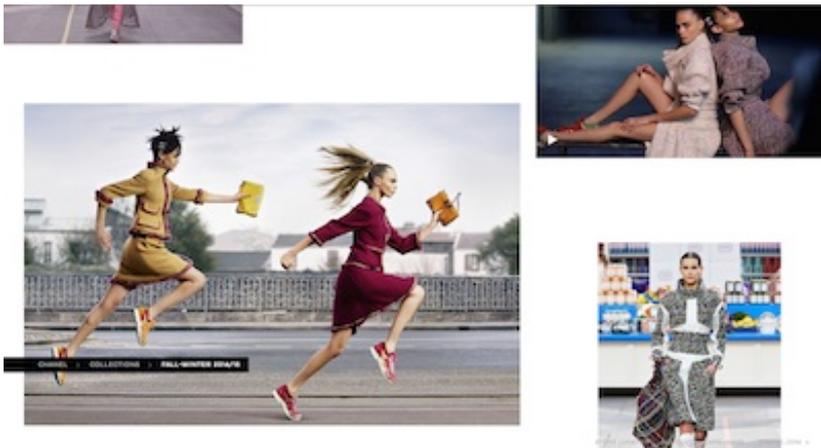
On Facebook and Twitter, the brand posted an image of Ms. Delevingne, providing links to the full set of campaign images as well as the behind-the-scenes video compiled during the photo shoot.



 **CHANEL** @CHANEL · Jul 25  
"Coco Coach," the Fall-Winter 2014 campaign featuring Cara Delevingne & Binx Walton, photographed by Karl Lagerfeld  
[pic.twitter.com/6D8P2duEWS](http://pic.twitter.com/6D8P2duEWS)

### *Tweet from Chanel*

These links take consumers to a dedicated page on Chanel's Web site for the fall/winter 2014 collection. Consumers can watch the entire runway presentation, flip through backstage images from the show and click through a gallery of looks.



### *Chanel fall/winter 2014 collection page*

Chanel designed an unusual set for its fall/winter 2014-15 runway show, making the venue look like a supermarket.

Models walked down the aisles or in between the checkout lanes, pushing shopping carts or toting wire baskets. By using such a plebeian setting for a fashion show, the brand took away some of the fantasy, while adding a layer of fun to its presentation ([see story](#)).

On its fall/winter page, Chanel included a slideshow of all of the campaign images. These show the pair of models mid-air running in sneakers and tweed suits clutching handbags, doing push ups on a mirror or lifting weights.

The fashion house also shared a two-minute look at the making of the campaign. From threading the models' hair with ribbons and painting graphic nails to the review of footage from the crew, the video gives a taste of the on-set atmosphere.

Chanel creative director Karl Lagerfeld also makes an appearance on the film, as the photographer for the campaign. He gives the models directions and snaps photos and selects the winning images from screens after specific looks are shot.

Embedded Video: [//www.youtube.com/embed/EoZZdc67nIM](http://www.youtube.com/embed/EoZZdc67nIM)

*Making of the Chanel Fall-Winter 2014 ad campaign "Coco Coach" feat. Cara Delevingne & Binx Walton*

In addition to social media, Chanel shared the campaign stills and behind-the-scenes video on its news page.

"The campaign microsite and Twitter distribution seems to be squarely aimed at a more digitally savvy audience, the type of consumer who expects to interact with his/her favorite brands through digital and social," Ms. Faucher said. "While this audience may skew younger, it captures consumers who already have an existing relationship with the brand, as well as an aspirational target."

Backstage pass

Chanel typically favors all-access videos to campaign videos.

French fashion house Chanel took consumers inside its photo shoot with actress Kristen Stewart to satisfy the desire for insider access.

Chanel shared the highlights of the filming process for its Métiers d'Art Paris-Dallas collection campaign in a two-minute video. Consumers look to brands' social media for access to celebrities and events they would usually be left out of, and this video provides that look into the inner workings of the fashion brand ([see story](#)).

Other brands have opened up their campaign photo shoot process.

For instance, French atelier Lanvin took its fans behind-the-scenes of the photo shoot for its resort 2014 print campaign by showing the personal interactions and set dynamics of the video's making.

In the video, viewers got to see and hear portions of the model's experience on set, giving an inside look into the choices the brand made while filming. By documenting its photo shoot, Lanvin appealed to its avid fans, who want to know everything about the inner workings of the brand ([see story](#)).

Providing insider access engages loyal consumers.

"With luxury, every move is considered and the video is carefully crafted — just like anything else we'd expect from Chanel," Ms. Faucher said.

"While this video isn't a b-roll view of production details, it provides consumers with a peek into the magic of fashion's most exclusive couture house, creating a richer consumer connection to the brand and campaign," she said.

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/9N7vgxfS81E](https://www.youtube.com/embed/9N7vgxfS81E)

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