

INTERNET

Chloé takes consumers on a road trip for fall/winter ad campaign

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Chloé fall/winter 2014 campaign image

By SARAH JONES

French apparel and accessories label Chloé is targeting young, confident women with its fall/winter 2014 advertising campaign that depicts a fashionable road trip.

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Luxury Daily

Chloé relied on social media to build anticipation for its campaign release July 31, sharing short snippets of its campaign video and behind-the-scenes shots. Brands typically share the campaign first and extra content second, but this series of posts from Chloé worked backwards to take consumers on more of a journey.

"Print is great, but nothing compares with seeing a brand a collection come to life in video," said Scott Delea, managing partner at [Inflexion Interactive](#), Hoboken, NJ. "Another key reason to consider releasing content via video is that trend setters are spending more and more time consuming online video and it is more easily sharable.

"The campaign is whimsical, fun and fashionable, just like a ChloéGirl so it is effective and on-point," he said.

Mr. Delea is not affiliated with Chloé but agreed to comment as an industry expert.

Chloé was unable to comment before press deadline.

Hitting the road

Chloé began teasing its advertising campaign on social media on July 28.

First the brand shared an image of a mood board with images from the runway show paired with photos of models Sasha Pivovarova and Andreea Diaconu wearing the same apparel. The brand told consumers it was picking out the looks for the ad campaign.



Chloé • クロエ @chloefashion · Jul 28
Behind the scenes: Building the looks for our #FW14 campaign
pic.twitter.com/neoZhBJ6Xo

Tweet from Chloé

The same day, Chloé gave a glimpse at the completed campaign with a six-second YouTube video showing Ms. Diaconu backing up a car on a country road with Ms. Pivovarova standing in the back of the convertible, arms outstretched. Text included with the video tells consumers the girls are planning their escape.

Chloé shared a link.
July 28

Road Trip #FW14



Fall-Winter 2014 Campaign - Teaser

On a gravel road in a deserted landscape, two girls make their escape. Where did they come from? Where are they going?

Facebook post from Chloé

On the following day, Chloé shared a black-and-white photo of its creative director Clare Waight Keller on set in Harriman, NY.



Instagram post from Chloé

A second video shows the car from a distance driving forward toward the camera. Text explains, "All roads lead to adventure."

On July 30, Chloé posted a photo of both models standing next to the car, captioned "Wildcat Heroines," illustrating one of the concepts behind the campaign.

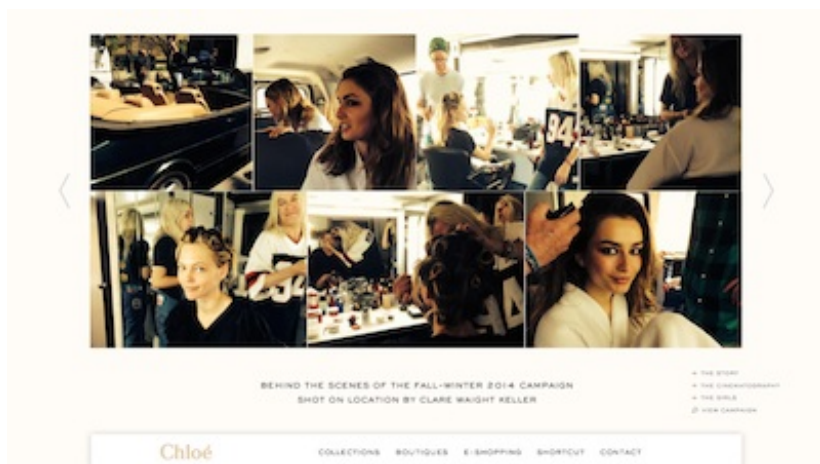
"It's hard to say how effective the teasers were, but if they were released a few days before the full release of the campaign sharing just enough of what was to come, then they likely helped generate interest," said [Brian Honigman](#), New York-based content marketing consultant and social media marketer. "For a brand to find results from this technique, they must offer sneak preview content on a regular basis in order to alert their audience and train them to expect such content from their social accounts."

When Chloé was ready to share the entire campaign, it used the same social platforms to send consumers to its Web site for an immersive look at all of the images.



Facebook post from Chloé

On Chloé's Web site, consumers can view the campaign, read about the story and flip through three sets of behind-the-scenes images. Giving a taste beforehand on social media likely helped create interest among fans to drive traffic to the site for more content.



Behind-the-scenes images for Chloé's fall/winter 2014 campaign

The campaign captures different moments, including the models hand-in-hand walking up a grassy hill and a close-up of the pair in the car, with Ms. Pivovarova turned around to show off her sunglasses.



Chloé fall/winter 2014 ad campaign image

In a branded statement, Ms. Keller said, "As with the collection, I wanted to create this sense of mystery, something strange and a little bit wild."

On YouTube, Chloé blended clips into a 15-second video that provides more of a narrative of the girls' escape.

"The posts have a fair number of likes but not as many as I would expect," Inflexion Interactive's Mr. Delea said. "Facebook is giving very little reach and visibility or reach to posts unless the brand pays to boost the posts."

"I suspect the brand didn't put much money behind paying to promote the posts."

Getting personal

Chloé has recently used social media to paint an intimate portrait of the house and its

designer.

The French fashion label unveiled glimpses of its spring 2015 collection through a new account on social media mobile application Tunepics.

Compared to the brand's other social media accounts, which focus solely on the brand, this account is manned by creative director Clare Waight Keller, lending a more intimate feel to the posts. By opening up about its designer's day-to-day work, Chloé was able to connect on a deeper level with consumers ([see story](#)).

On top of being a model, Ms. Pivovarova has played an active role in Chloé's social media.

Chloé had the model document her experience at the brand's fall fashion show. The series was only posted to Instagram, but Chloé promoted it on Facebook the days before to get a wider audience.

Ms. Pivovarova snapped photos of everything from her walk to the venue to joking around backstage with other models. After the show, she shared her favorite looks. Hers was the only voice on Chloé's Instagram account throughout show day ([see story](#)).

"To encourage your customer base to interact with your business on social media it's important to deliver unique value on those channels like the first look at an upcoming campaign, which is exactly what Chloé did this month," Mr. Honigman said.

"By offering behind the scenes access, exclusive offers and the first look at brand related initiatives on Facebook and Instagram Chloé is strengthening the incentive for one of their audience members to be active with them on these channels," he said.

"Chloé is likely trying to send out the message that its ideal 'girl' likes to go on road trips in the summer, while still looking fashionable."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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

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