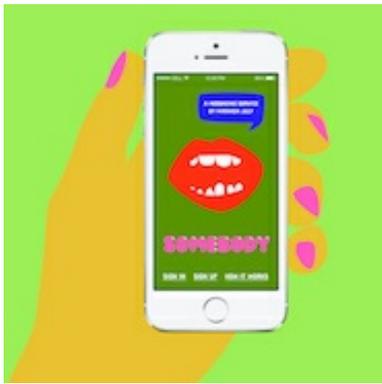


MULTICHANNEL

Miu Miu evokes human emotion through unconventional messaging app

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Somebody app graphic

By SARAH JONES

Prada's Miu Miu is looking to change how consumers communicate digitally by sponsoring the creation of a mobile application tied to its latest commissioned Women's Tales film.

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Luxury Daily

Director Miranda July's "Somebody," which premiered at the Venice Film Festival Aug. 28, centers on an app that can be used to send a message to a loved one verbally through a third party. Helping to bring this concept to life will keep Miu Miu in mind as consumers are participating in the art project.

"This is a bold and innovative campaign with depth, complexity and utility, albeit a bit quirky," said [Marko Muellner](#), digital and social media marketer, Portland, OR.

"It's perfectly tailored for the current digital consumer in that it's mobile-based, social in nature, packaged with a medium-form emotional, funny and authentically sharable video and has both luxury brand and art culture aspirational tie-ins," he said. "It's brilliant actually."

"We've seen each of these pieces executed by other luxury brands but never with such

quality and attention to detail. The app is well-conceived and is fun, useful and commentary on the incomprehensible growth of apps like Yo, Whatsapp! and Snapchat.

"The video is rich, emotional and funny but also does a great job of highlighting the app and some of the absurdities of our digital culture, going as far as to include 'the internet of things' when a plant will be able to ask to be watered. It's really great."

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

Miu Miu was unable to comment directly before press deadline.

Face to face

In addition to screening at the festival, "Somebody" can be viewed on YouTube, on Miu Miu's Web site and on the dedicated Web site for the app.

At the beginning of the film, a woman sits on her bed crying audibly, and pulls out her phone to make a call, then changes her mind. The camera angle shifts to her perspective to show her screen as she selects the Somebody app.

She selects one of her contacts, Caleb, and writes a message telling him she loves him, then selects "crying." The next screen has her choose a second person, Paul, to deliver her message, and hits send.

Paul is then shown out in a park as his phone pings. His screen is shown, which tells him to find Caleb. He then walks over to Caleb, who is sitting on a picnic blanket, and gives him Jessica's break-up speech, while acting out crying.



Video still from "Somebody," courtesy of Miranda July and Miu Miu

Next Paul passed two young women, Yolanda and Blanca, fighting over having the same coat and stolen boyfriends. At the point where they turn their backs and stop talking to each other, one uses the app to make up via an elderly woman.



Video still from "Somebody," courtesy of Miranda July and Miu Miu

Another scene shows a woman, played by Ms. July, sitting at a restaurant alone. A waitress walks over to her table and delivers a marriage proposal.

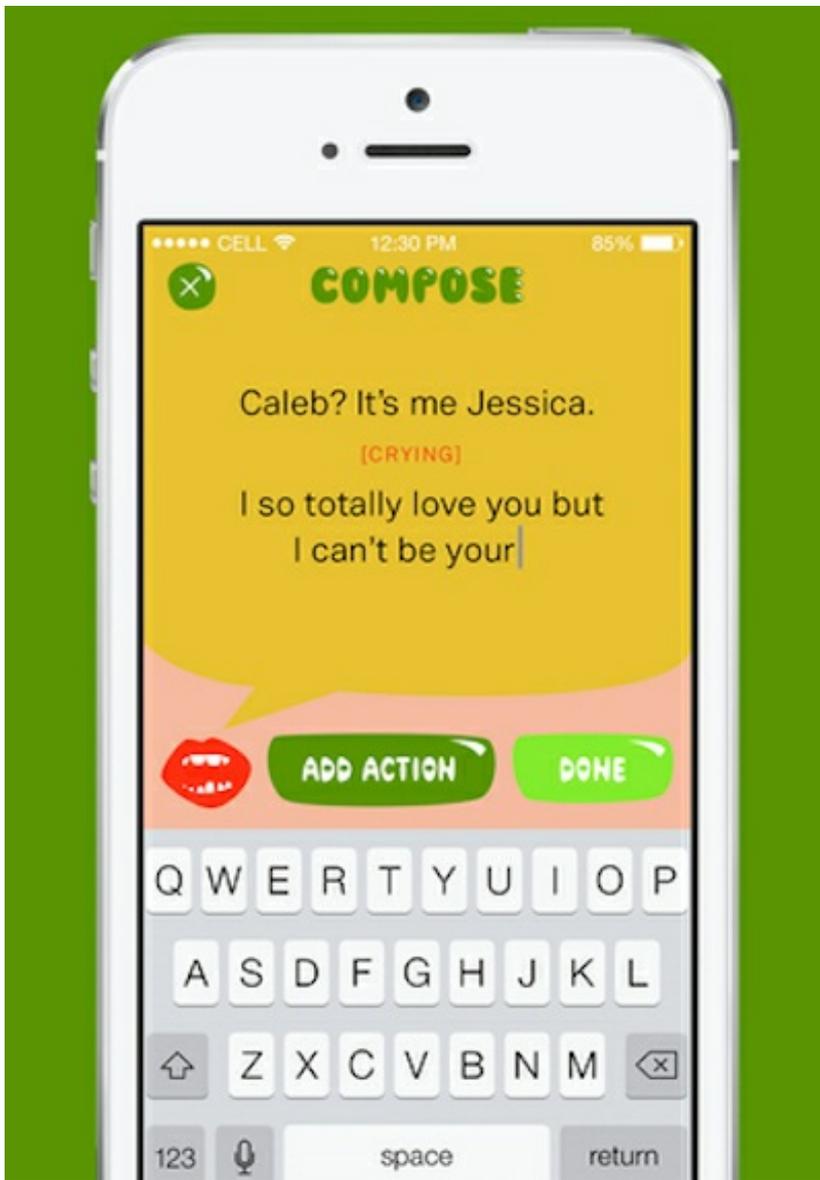


Video still from "Somebody," courtesy of Miranda July and Miu Miu

Throughout the movie, many of the characters wear Miu Miu clothing, including the jacket fought over in the second scenario, along with streetwear and vintage clothing. This provides product placement that fits into the story.

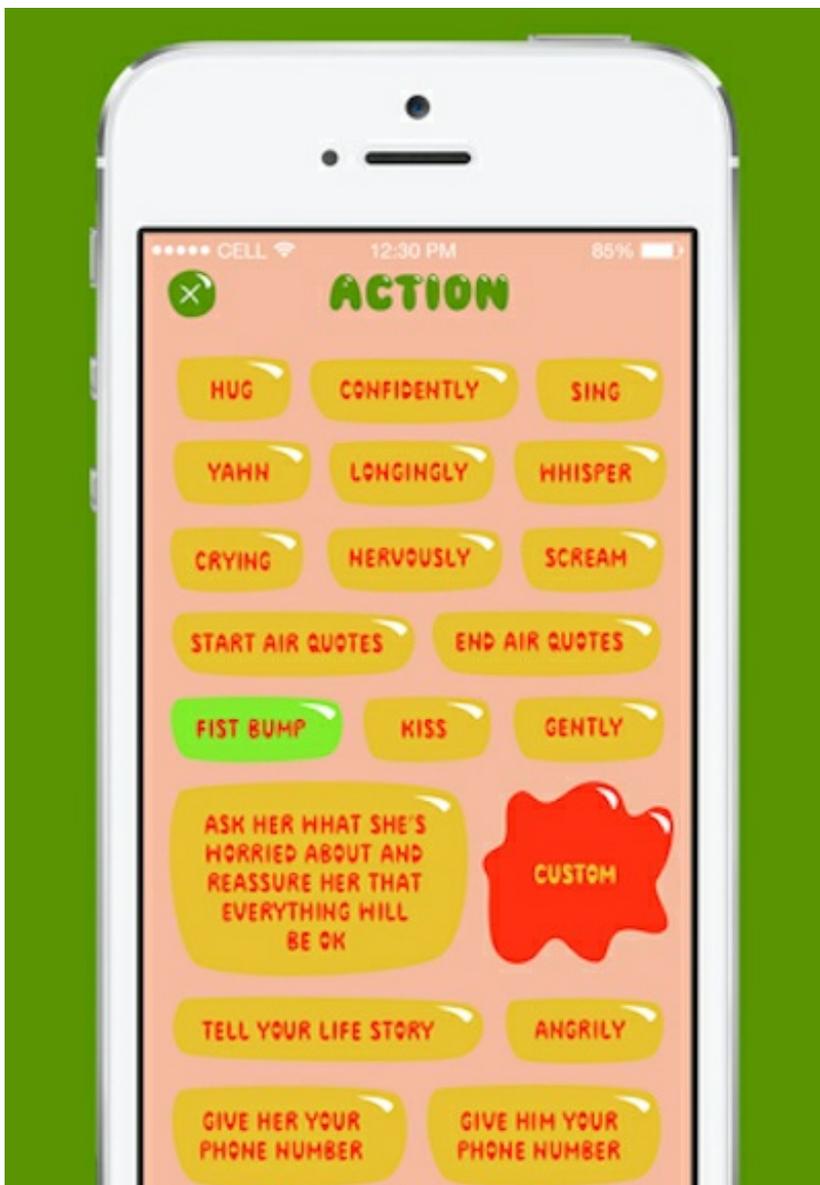
To create interaction with the film, an actual app was created on the same premise as the movie. Consumers are encouraged to download it at the end of the film.

Once they have signed in, consumers can either send a message of their own or deliver someone else's message verbally. The user first selects the friend they want to tell something, who will let them know whether now is a good time.



Screenshot of Somebody app

Then the sender can pick a deliverer in close proximity to their friend and write their script, which includes stage directions.



Screenshot of Somebody app

Once delivered, the recipient rates their level of satisfaction with the delivery.

If nobody is nearby to deliver, the consumer has the option to float their message, where it can be read and delivered by any user.

The app has eight official hotspots, including the Venice Film Festival and the Los Angeles County Museum of Art, but consumers are encouraged to download and invite friends to make a hotspot of their own.

Somebody can be downloaded for iOS devices for free [here](#).

"This isn't a mass appeal app like Angry Birds or Instagram's new Hyperlapse," Mr. Muellner said. "The 'hotspot' approach is really smart as well.

"Building buzz and excitement around a specific place or event is exactly right for this app," he said. "I could see it working well at schools, music festivals, etc.

"This is about a moment in time, silly or poignant, where the element of a stranger deliver the message adds a completely new layer to the conversation. It doesn't need critical mass, just two or three people at a time can make it work."

Delivering a message

The Women's Tales films give Miu Miu an opportunity to showcase its place in the arts.

For instance, Miu Miu engaged the Mercedes-Benz Fashion Week festivities with a screening of its latest "Women's Tales" film.

"Spark and Light," directed by So Yong Kim, premiered on Feb. 11 in New York, with online content created surrounding the release. Since Prada is an Italian brand, and shows all of its Miu Miu collections in Paris, this was an opportunity for Prada to be a part of New York Fashion Week and stay top of mind for consumers as its runway shows are approaching ([see story](#)).

Branded peer-to-peer communication can help raise awareness for a particular label among a fan's friends.

For instance, British fashion house Burberry is engaging consumers in branded peer-to-peer communications through a partnership with Google where users can send love notes around the world.

The label created a microsite for the Burberry Kisses campaign that lets consumers send and view notes that have been sent. Burberry is likely trying to convert its followers' closest companions to brand enthusiasts ([see story](#)).

While this sponsored communication app is not overtly branded, consumers who use it will be aware of Miu Miu's part of the art project.

"It's not really clear to me what Miu Miu gets directly out of this except adjacency and maybe some product placement," Mr. Muellner said.

"Including this in their broader Women's Tales campaign is really smart," he said. "The short-film series by women is beautifully curated and deep. This isn't a one off idea like we've seen before, Miu Miu has made a real commitment to telling stories about, by and for women and by going this deep they set themselves apart in the luxury world.

"The Somebody app and campaign and the Women's Tales series are amazing and Miu Miu should be praised and held in high regard for enabling and promoting such amazing artists and their high art."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/iXJPtCnH6sc](https://www.youtube.com/embed/iXJPtCnH6sc)

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