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Burberry celebrates power of gifting with enchanted holiday campaign

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Burberry "From London With Love"

By SARAH JONES

British fashion label Burberry is getting consumers in the holiday spirit with the launch of its first global festive campaign centered on young love.

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Luxury Daily

The campaign centers on the four-minute film "From London with Love," a theatrical feature complete with 50 dancers that takes consumers on a "magical gifting journey." Throughout the campaign, Burberry infused elements of its heritage and Britishness, showcasing the iconic gifts associated with the brand.

"The concept of 'product as hero' has fully evolved into 'emotion is hero,'" said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

Mr. Ramey is not affiliated with Burberry, but agreed to comment as an industry expert.

Burberry did not respond by press deadline.

Holiday cheer

Burberry officially launched its campaign at a screening event held Nov. 3 at its flagship store at 121 Regent Street in London. In attendance was Romeo Beckham, the son of David and Victoria Beckham, who has a starring role in the film, playing matchmaker

using Burberry packages.

"The Beckham's' child reinforces British and adds a bit of celebrity," Mr. Ramey said. "It helps that he is a very good looking young man."



Burberry film screening

Before the screening, Burberry teased the event on social media. Photos of Burberry "festive puppets," the Beckham family and the venue were shared, and the brand directed consumers at home to its Web site to view the video at the same time as its unveiling at the screening.

The film begins by showing a man, played by Anders Hayward, grabbing and donning his classic Burberry trench coat in a dimly lit room. As he gets ready to go out, a shadow appears behind a curtain and dances, inspiring a hip-hop dance duet.



Still from Burberry's "From London With Love"

Suddenly, the shadow grabs a package and runs away, and Mr. Hayward chases after him. The figure, now revealed to be Romeo, leads his companion to other protagonist Hannah Dodds, and the couple locks eyes.

The crowd forms an organized ensemble of dancers clad in Burberry trenches, including Ms. Dodds, who perform a choreographed routine with umbrellas as props.



Still from Burberry's "From London With Love"

Romeo runs and dances throughout the scene, placing one glistening Burberry box atop a pile of gifts, and throwing another package to a man in the crowd.

The scene changes to show the young couple in formal attire ballroom dancing in the middle of a snowstorm. At the end of the film, Romeo eyes his work and runs off into a set version of London as fireworks light up the sky.

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

"From London with Love" | Starring Romeo Beckham

Musician Ed Harcourt created the score for the film, "The Way that I Live," which he performed at the screening, which marked the live premiere of the song.

In a branded statement, Burberry CEO and chief creative Christopher Bailey, who directed the film, said, "This festive campaign is a celebration of everything we love at Burberry; the trench coat, the cashmere scarf, incredible music, our British weather and working with great and talented people."

Coinciding with the film launch, Burberry unveiled its selection of holiday gifts on its Web site and in-stores. These include the heritage items featured in the campaign, including trench coats, scarves, eveningwear and the beauty look envisioned by Burberry make-up artistic consultant Wendy Rowe.



Screenshot of Burberry homepage with gifts

Beginning in mid-November, consumers in the United States will be able to buy items from the Winter Glow beauty line via Twitter's "In Tweet Purchasing" feature. The same offer will exist for the recently launched My Burberry fragrance in December.

When Twitter's In Tweet Purchasing program launched, Burberry was among the first brands to take advantage of the feature ([see story](#)).

The holiday campaign will run across outdoor advertising, cinema and Burberry's 10 social platforms for the next three months. Consumers can view campaign content on Facebook, Twitter, Instagram, Sina Weibo, WeChat, Pinterest, Google+, YouTube, Youku, Douban and LinkedIn.

On Instagram, the wooden festive puppets will take consumers on a journey around London, taking on roles seen in the film.



burberry

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● burberry The #Burberry festive puppets arrive to celebrate the premiere of "From London with Love"

Instagram post from Burberry

Beginning in December, consumers will be able to interact with a Burberry billboard at One Piccadilly in London, making the campaign film their own with a personal message.

Burberry is also bringing back its "gifting van," which will travel to various flagships and landmarks around the world to deliver gifts.



Burberry gifting van from 2013

Heritage for the holiday

Burberry's British heritage is also being celebrated in a collaborative department store campaign.

French department store chain Printemps is featuring Burberry in the holiday campaign at its flagship store on Boulevard Haussmann in Paris.

"The Magical Christmas Journey by Burberry" tells the story of a young boy who floats from London to Paris on an umbrella. Through in-store displays, a large installation on the store's façade and an exclusive collection, Burberry will be able to reach Printemps' customers, while also generating foot traffic for the retailer ([see story](#)).

Burberry's holiday campaigns typically center on showing affection through gifting.

Last year, the brand promoted various seasonal products in a social video geared toward affluent holiday shoppers in the weeks before the shopping season officially commenced.

Burberry's "With Love" campaign was a continuation and conclusion of its prior efforts for autumn/winter 2013 that also celebrated love, "I ♥ Classics" and "Trench Kisses." The last element of the overarching campaign played off the idea of gift giving to pique the interest of consumers looking for holiday gift ideas ([see story](#)).

This campaign will appeal to consumer emotions.

"The video emphasizes the happiness of the holidays," Mr. Ramey said. "Isn't that what everyone wants this year?"

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/zQZze4ScF3c](https://www.youtube.com/embed/zQZze4ScF3c)

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