

ADVERTISING

Stuart Weitzman expands “visual vocabulary” with Cinemagraph Instagram campaign

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Stuart Weitzman heels

By SARAH JONES

U.S. footwear label Stuart Weitzman is thinking outside the box of traditional advertising with its first Instagram campaign featuring Cinemagraphs.

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The brand worked with Ann Street Studio on a series of Cinemagraphs, in which a still photograph is brought to life with individual moving elements. Running for two weeks, these images will move automatically on social media, catching consumer attention more effectively than a flat photo.

"We place a tremendous value on collaborating with original content creators to express the DNA of the brand," said Susan Duffy, chief marketing officer at [Stuart Weitzman](#), New York. "When Instagram enabled autoplay for videos in the feed, the timing was right for us to launch our first advertising campaign on the platform.

"Partnering with Ann Street Studio, who pioneered the technique, was a natural fit as Jamie Beck and Kevin Burg have an inherent understanding of how to build intrigue for luxury brands," she said. "Cinemagraphs allow us to broaden our visual vocabulary with an

enticing hybrid of living photography and video."

Building awareness

For its campaign, which claims to be the first fashion Instagram advertising campaign to use Cinemagraphs, Stuart Weitzman teamed with Ann Street Studio's Jamie Beck and Kevin Burg, who created the visual technique.

The images created feature four different styles—the Lovefringe stiletto, Myslide sandal, Sparta gladiator and Fringetimes bootie. In one Cinemagraph, designer Stuart Weitzman makes a brief flickering appearance in a television set, showing the brand's lighthearted nature.



Stuart Weitzman campaign image

To create a conversation on social media and include the campaign within its larger omnichannel messaging strategy, posts are tagged #InOurShoes, a hashtag commonly used to reference the brand.

"We created the campaign around our proprietary hashtag #inourshoes," Ms. Duffy said. "We see a high quality of submissions from brand enthusiasts through this medium and the initiative extends our omni-channel approach to #InOurShoes across brand touchpoints."

The campaign, which targets North American women ages 22 to 40, is aimed at bolstering the brand's positioning, as well as increasing brand affinity and awareness.

"The Stuart Weitzman woman has a distinct personal style and also welcomes inspiration," Ms. Duffy said. "She is engaged in celebrity culture and loves to image-surf, but she's not interested in inorganic trend dictations."

"The Cinemagraph creative adds to our marketing toolkit a tactic to broaden our audience base of fashion lovers in the 22-40 age bracket with a 'surprise and delight' fashion video moment," she said. "We keep a social character sketch of our woman in mind as we design creative that reveals new dimensions of the brand and facilitates conversation. All of the featured styles are lustworthy, 'buy now' silhouettes with a fashion forward edge."

The imagery spotlights our key spring trends around Seventies Chic, Roman Empire, and Bold Bohemian. We imbued a sense of intrigue and allure with legs and shoes being the core focus in the frame rather than the model's identity. We used the format to express a brand lifestyle that is fun, irreverent, and smart.

Supplementing the organic social reach, a Facebook media buy will retarget those who have viewed the campaign on Instagram, helping the imagery make more of an impact.

Both Facebook and Instagram have recently rolled out autoplay functions for video, which aid this campaign in catching consumers' attention as they scroll through their feeds.

"The campaign is also quite innovative because we are utilizing Facebook's new targeting capabilities to reach people on Facebook who see our campaign on Instagram," Ms. Duffy said. "This expands our storytelling arc across both mobile platforms and is a prime opportunity to measure how Instagram impacts our brand metrics and how Facebook can change behavior over the lifetime of a campaign."

Moving pictures

Other luxury brands have chosen Cinemagraphs for special campaigns to help them stand out within photo-heavy social media platforms.

Swiss jeweler Chopard looked to have consumers relate more closely to its pieces by using personification tactics.

The jewelry brand teamed with Ann Street Studio to create six characters for its The House of Secrets narrative, where each individual works to represent different facets of Chopard's collections. Chopard's characters may work to help consumers select gifts, or make self purchases, dependent on the attributes of the individuals created for House of Secrets ([see story](#)).

Also, British fashion label Burberry boosted awareness for its fall/winter 2015 runway show livestream with a series of social videos.

Taking a different approach, these videos were cinemagraphs, or still photos with one moving part, allowing one element to stand out, such as a handbag's fringe or details of a sketched shirt. Leading up to its runway show at 8 a.m. EST Monday, Feb. 23, these short moving pictures helped to pique consumer interest ([see story](#)).

Through this social campaign, Stuart Weitzman will be able to gain additional insights about its followers.

"This campaign will offer us powerful insights around brand affinity, ad recall and message association, as well as behavioral trends of Instagram ad viewers on Facebook,"

Ms. Duffy said. "We believe it is a unique fusion of magic and logic for Stuart Weitzman.

"Ultimately, we want to harness the power of compelling visual media to influence purchasing decisions through our storytelling."

Final Take

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