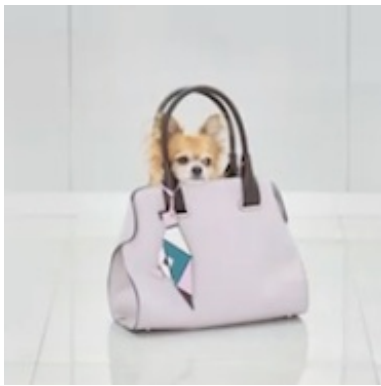


MULTICHANNEL

Tod's adds humorous twist to social video

April 9, 2015



Tod's Cape Bag

By NANCY BUCKLEY

Italian apparel and accessories label Tod's is taking a whimsical approach to advertise its spring/summer 2015 handbag by focusing on the type of woman who may carry the Cape.

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Model Elisa Sednaoui stars in the short film that focuses on stereotypes that women try to uphold, but are often flawed at. The campaign is embellished across Tod's social media accounts, creating a multi-platform campaign that will draw attention to the new collection.

Break stereotypes

"The Virtuous Elevator" film begins with a red background and curvy black lettering announcing the stars of the video, Ms. Sednaoui and Tod's Cape Bag.

*The unique Tod's style interpreted by Elisa Sednaoui and the Tod's Cape Bag. Watch the full video and stay tuned to discover more on Instagram @Tods #TheVirtuousElevator #TodsCapeBag
www.tods.com/thetodscapebag*

Posted by *Tod's* on Tuesday, April 7, 2015

Throughout the film, different characteristics of Ms. Sednaoui are mentioned and she is shown depicting her version of the statement while entering an elevator.

The first is “she’s a reasonable shopper.” Ms. Sednaoui is seen with a blue Cape Bag and many other shopping bags. She is carrying so many that she can hardly get in the elevator.

Also, “she is always on a diet,” however Ms. Sednaoui is seen with an orange Cape Bag that is storing a cupcake. Next, “she never goes out too late,” is depicted as she is seen in the elevator with a red Cape Bag drinking a glass of Champagne and leaning against the elevator’s wall.

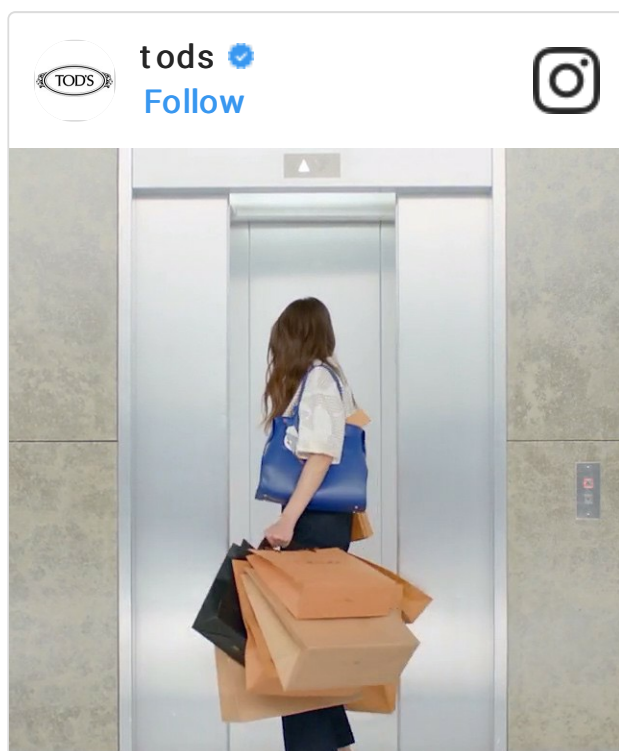
“She is smart and sophisticated” is negated by her standing in the elevator reading a gossip magazine and blowing a bubble with her gum.

Ms. Sednaoui also contradicts the next phrase “she is always neat and organized” by looking through her blue Cape Bag throwing random items on the ground as she looks for the sunglasses that are on her head.

Being on time and having patience are negated with Ms. Sednaoui frantically running to the elevator and angrily hitting the button and doors as she waits for it to arrive to her floor.

Ms. Sednaoui portrays her inability to “focus on one thing at a time” by holding her dog, bag, coffee and flowers. Also her flaws are shown in forgetting an essential item, her dog in her Cape Bag.

The video ends on an image of her dog in a white Cape Bag in the elevator.



On Instagram, the campaign is furthered with clips of each characteristic separately posted.

Laugh it off

Using humor to advertise through a social video offers a chance for consumers to see the lighter side of the brand as well as encourages consumers to potentially share the video.

For instance, British department store Harrods released a new edition of its magazine video series featuring British writer and journalist Laura Barton.

In the films, Ms. Barton is in the Harrods Magazine newsroom, which is set-up like an old-time news office with analog clocks, a cord phone and a retro television on the wall. For the latest issue, she formally discusses wearing stripes for the spring season, creating a social video that stands out with its satirical humor ([see story](#)).

Also, Italian apparel and accessories house Prada is furthering its relationship with film through a series of five shorts surrounding its Galleria handbag.

Filmmaker Autumn de Wilde's videos for "The Postman Dreams," which meld childhood fantasies with adult longings, a statement on fashion's innocent, youthful infatuation with beauty. The series, launched April 7, is designed so that the shorts can be explored and viewed in any order, a new concept for Prada film ([see story](#)).

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/DRfA3sIPCug>

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