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Longchamp uses realistic settings to connect with consumers

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Longchamp Autumn 2015 campaign

By KAYSORIN

French apparel and accessories label Longchamp is bringing its products into daily life with a new campaign highlighting its footwear and ready-to-wear collection.

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The "Ladies, Ladies, Ladies" campaign features numerous professional women wearing Longchamp while going about daily business ranging from chatting with a friend in a café to completing a project at work. Longchamp used short videos to share these scenarios with consumers, making them relatable and easy to understand.

"The video concept has been created with a consumer in mind, referencing the everyday scenarios," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York. "It makes the brand look more accessible to the consumer, and hopefully sparks an online conversation."

Setting the stage

For the autumn 2015 campaign, Longchamp worked with Please More Shooooes creative designers Olivia da Costa and Mathilde Toulot. They created one long campaign video and a number of short films that highlight the collection in various scenarios that are relatable to consumers.



Longchamp highlights its footwear in the office

Longchamp's longer video combines many of the different settings. It shows models wearing Longchamp footwear, focusing on the lower half of their body from the waist down to bring attention to the shoes.

The video opens with the models parading in front of an elevator, each wearing a different pair from the collection. Platform loafers, white-soled leather slippers, flannel sneaks and stiletto heels are among the many styles highlighted.



Two women wear Longchamp shoes at a café

Other scenes in the video show groups of girls chatting on a locker room bench, sitting at a café, standing in an elevator and lying on a bench. Many of the models wear white or brightly colored tights that draw attention to the shoes.

Longchamp also created a selection of shorter videos that focus on specific locations. The brand then shared these on Twitter and Instagram, likely reaching a larger audience than it would have otherwise.

Embedded Video: <https://www.youtube.com/embed/ty5RclhGRMU>

Longchamp's "Ladies, Ladies, Ladies [Elevator]" video

The short videos expanded on scenes from the longer film, adding more content and elaborating on the experiences depicted. For example, one video highlighted the elevator scene, showing more models traveling in the elevator and standing in front of it.

Campaign strategy

Longchamp has previously used social media to interact with consumers and make them an active part of its campaigns.

For example, earlier this year the French apparel and accessories label compiled consumer affection for its iconic Le Pliage bag with a dedicated Tumblr.

Longchamp's Tumblr launched as part of the brand's promotions for its customizable versions of the handbag, asking consumers to share a photo of a previous purchase for a chance at personalizing their own bag. This contest allowed the brand to reach out to loyalists, rewarding them for their support and enabling them to be part of the brand story ([see story](#)).

Also, Longchamp has made a concerted effort to connect with a younger audience. The French apparel and accessories label released its spring/summer 2015 advertising campaign earlier this year, using British celebrity Alexa Chung to appeal to young, fashionable consumers.

The campaign, which was posted on the brand's Facebook and Instagram pages, showed Ms. Chung modeling the bags on the roof of a building in Marseille, France. Longchamp also shared a behind-the-scenes video that gave users a chance to see inside the world of high fashion photo shoots ([see story](#)).

Social media is essential to connecting with consumers. Platform's like Instagram and Twitter are particularly useful to appeal to a younger audience.

"It was a smart strategy for Longchamp to create an Instagram version for each video, as their format fit the platform medium really well," Ms. Ziv said. "The high engagement numbers on these Instagram posts are great evidence to that.

"It is important to modify content to fit each social platform's specifics and formats and not just use them to promote and link to the original. Brands invest a lot in creating premium video content these days, so it makes sense to create various formats for each platform and cross promote it."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York