

ADVERTISING

Burberry creates temporary ad campaign via Snapchat

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Burberry Snapchat campaign in progress

By STAFF REPORTS

British fashion label Burberry is peeling back the curtain on its Mario Testino-lensed fashion campaign through a live content feed on Snapchat.

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Starting at 12 p.m. EDT on Oct. 22, consumers will have just 24 hours to view the spring/summer 2016 campaign and footage captured during the shoot before the content disappears. The ephemeral nature of Snapchat can help consumers feel like part of a brand's inner circle by being able to catch content, making this an ideal way to reach Burberry's most loyal fans first.

Sneak peek

During the photo shoot, Mr. Testino created Snaps for Burberry's account and the brand gathered video of the models posing, giving a glimpse at the full campaign months before its full launch in January.

This content is compiled in a live story, enabling consumers to replay content in a slideshow format.

First, Burberry introduces the cast seen in the season's ads, including newcomer models Hayett Belarbi McCarthy, Misha Hart, Ruth Bell, May Bell, Eliza Fairbanks, Liam Gardner and Louie Johnson.



Burberry Snapchat campaign

Then the label switches between the still images from the campaign and the models posing, giving a taste of the set atmosphere, the interactions between the models and the finished product.



Screenshot of Burberry Snapchat campaign

At the end, consumers see a photo of Mr. Testino and Burberry CEO and chief creative Christopher Bailey, who directed the shoot, posing with their thumbs up.

"I am so excited to be a part of this industry first with Christopher and Burberry," Mr. Testino said in a statement. "With the Snapchat Campaign we are hoping to change the way in which the industry traditionally views and treats fashion campaigns, opening up a completely new way of capturing and sharing content with the result being much more instant and genuine."



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This is the latest way in which Burberry has used Snapchat in a new format for fashion.

Burberry teamed up with Snapchat to give the platform's users an exclusive first look at its spring/summer 2016 runway collection the night before it debuted.

The first "Snapchat Show" aired on Sunday, Sept. 20 at 7 p.m. BST, showing the line as last-minute tweaks were being made at the house's design studio. Creating a layer of exclusivity, the preview was only available for 24 hours following its airing, forcing interested consumers to tune in quickly ([see story](#)).

In a statement, Mr. Bailey said, "We wanted to play with the traditional format of an advertising campaign to make it much more immediate and accessible just as we did with our runway show last month. Creatively this is incredibly exciting as we are totally focused on capturing the energy and the rawness of the shoot and sharing it the moment it happens."