

INTERNET

## Mulberry uses humor to sidestep irreverence in festive film

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*Mulberry Bayswater handbag*

By FORREST CARDAMENIS

British leather goods brand Mulberry is ushering in the holiday season with a humorous Christmas video.

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The film begins romantically, with a man gifting a woman a Mulberry handbag, but grows increasingly bizarre as the video goes on. Humorous and self-deprecating videos will appeal to marketing-savvy consumers, while the range of the brand's offers and services will re-instill its seriousness and dedication.

"Millennials appreciate creativity and absurdism," said Juliet Carnoy, marketing manager at [Pixlee](#), San Francisco. "Mulberry's Miracle' is both entertaining and self-deprecating, all while being seasonally relevant."

Ms. Carnoy is not affiliated with Mulberry, but agreed to comment as an industry expert.

[Mulberry](#) was unable to comment directly by press deadline.

### Nativity of Mulberry

In a press release, the brand describes the film, posted to the homepage of its Web site, as "a tongue-in-cheek cinematic celebration of the many playful interpretations of the Christmas story that happens in schools and village halls up and down the country in true British tradition."

[video width="420" height="236" mp4="https://www.luxurydaily.com/wp-content/uploads/2015/11/Mulberry-Miracle.mp4"][/video]

### *Mulberry Miracle*

It begins with a man gifting a Mulberry package to his surprised and overwhelmed partner as appropriately sentimental music plays. As she opens the box and reveals the red Bayswater handbag, which takes the place of Jesus Christ in this telling of the Nativity story, the choir in the soundtrack and the fireplace and candles in the background further suggest a sentimental Christmas-themed advertisement.

However, as she thanks him, a farmer comes in from outside and interrupts the moment, fawning over the handbag even more hyperbolically. At that point, a shepherd invites himself in, citing the open door, and brings a sheep with him.

The shepherd comments on the handbag, and three people standing in for the Three Wise Men enter as well. They

give the couple wine and other gifts, then pass around and admire the Bayswater handbag themselves, all while the choir sings and the sheep bleats in the background.



### *Bayswater Christmas*

As everyone admires the bag, the man who originally gifted it chimes in, "Guys, it's just a bag." At that point the music suddenly stops and everyone, including the sheep, turns to look at him before more bleating incites laughter at the "joke."

The video concludes with the man looking awkwardly around as the camera tilts up and two voices exchange confusion over the ownership of the animal.

A funny and self-deprecating video will likely sit well with consumers who have grown tired of more traditional, romantic holiday ad campaigns and will make the brand look more human and playful and thus more desirable to consumers. Luxury brands are more likely to amuse and relate with young consumers in particular rather than alienate them with ironic and self-aware marketing.

At the same time, the light-heartedness of the film stifles offensiveness, making it less likely to alienate more religious consumers.

Scrolling down on the Mulberry Web site, viewers will have links to shop for gifts, ranging from bags and teddy bears to petwear, and enter the Mulberry Miracle competition. Now through the Dec. 13, visitors can enter to win a Mulberry handbag by identifying the type of bag and providing a name, email, location and gender.



### *Mulberry dog coat in the Mungo & Maud collection*

Mulberry is spreading the word about the giveaway competition and its film on social media using #MulberryMiracle. The humorousness of the video will make users more likely to share it and then enter the free competition, giving the brand a larger consumer base to reach out to via email.

### Mulberry miracle

This is not the first time the brand has subverted expectations to humorous effect in a promotional video.

Just last month, Mulberry asked consumers, "Who's Bob?"

As it turned out, Bob was the canine star of Mulberry's video announcing a collaboration with luxury pet outfitters Mungo & Maud. Branching out into petwear will likely generate business for Mulberry, as pet owners often see their dogs or cats as a family member and will treat them as such ([see story](#)).

Brands in other sectors have also used humor in videos to avoid repelling aspirational consumers.

In September, German automaker Audi helped aspirational consumers manage their wallets to one day afford an R8 model through a comical social video.

The price of Audi's R8 model begins at \$115,900, making the automobile unattainable for many of the automaker's enthusiasts, but with some constructive saving nothing is out of the question. Playfully skirting around the financial means necessary to own an R8 is a humorous approach that is likely to connect with aspirational consumers rather than alienate them ([see story](#)).

The attitude and demeanor Mulberry projects with the campaign will likely resonate with consumers.

"Mulberry is able to project a wholesome image that is down-to-earth, two characteristics that resonate strongly with consumers," Ms. Carnoy said.

Final Take

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