

OUT OF HOME

Burberry brings personalization to big screen via interactive billboard

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Burberry Festive campaign 2015

By STAFF REPORTS

British fashion label Burberry is bringing holiday cheer to London's Piccadilly Circus with an interactive 3D experience for pedestrians.

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A digital billboard on the curved screen at Piccadilly will show computer generated images of Burberry's heritage scarf, which consumers will be able to personalize and interact with using their mobile phone. This large-scale display will likely be hard to miss in the heavily trafficked area of London, potentially leading to sales for Burberry.

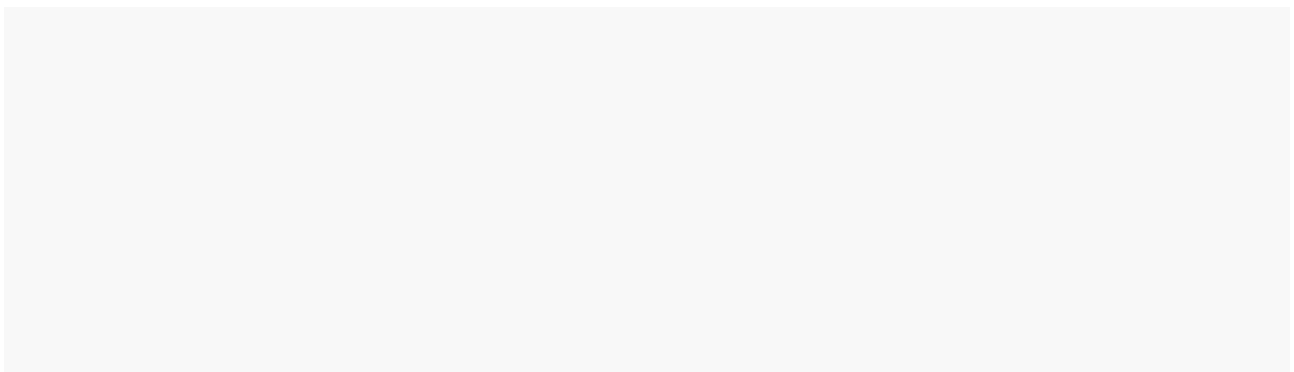
Personal approach

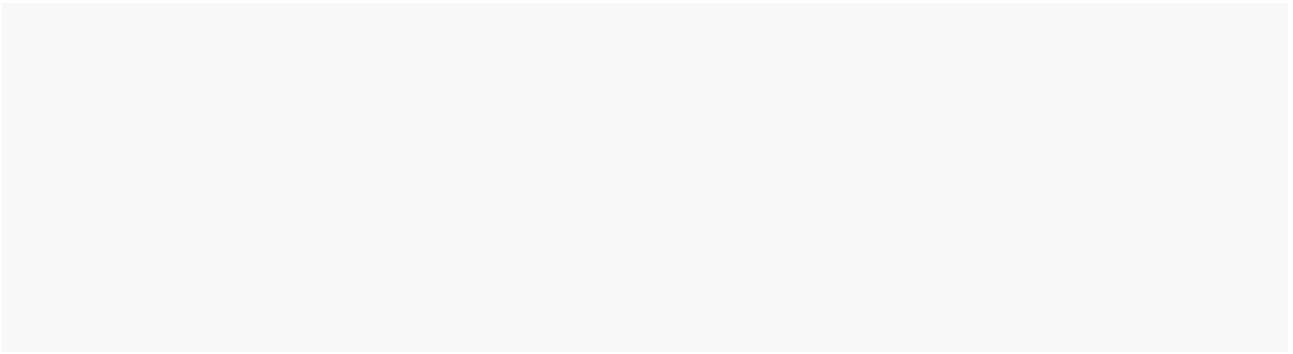
Burberry is the first luxury brand to work with DreamWorks Animation's newly created technology firm NOVA.

Up to five consumers at a time will be able to browse the entire collection of heritage scarves, pick out a favorite and then personalize it with a monogram. They can then send their unique scarf to the billboard and control its movement using their phone, watching it zoom around the screen.

Once their interactive experience ends, consumers will be able to purchase their scarf from Burberry's ecommerce site or receive directions to its Regent Street flagship.

Launched Dec. 14 at 10 a.m. GMT, the experience will be up around the clock until Dec. 31.





A video posted by Burberry (@burberry) on Dec 14, 2015 at 9:54am PST

"DreamWorks Animation is peerless in the work that it has done on the big screen in so many stunning films," said Christopher Bailey, chief creative officer and CEO of Burberry, in a statement. "They have constantly pushed the boundaries of what is possible in digital animation and with their latest NOVA platform we have been able to partner with them to create something really beautiful and engaging for our customers."

"We are thrilled to be working with such an incredible company led by Jeffrey Katzenberg - a truly innovative and creative thinker," he said. "We are looking forward to seeing how audiences react."

Burberry's holiday marketing has been centered on a personal touch.

The label is allowing consumers to jump into its holiday campaign through an in-store initiative at the brand's London flagship.

Consumers visiting the Regent Street store can visit The Burberry Booth to become a part of the brand's holiday effort that was inspired by the opening scene from the film "Billy Elliot." For its effort, Burberry is working with Google using real-time stitching technology to insert a consumer into the campaign ([see story](#)).

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