

ADVERTISING

Burberry diversifies spring advertising with 40-image campaign

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Burberry spring/summer 2016 campaign

By STAFF REPORTS

British fashion label Burberry is responding to the way in which consumers interact with its campaigns online by doubling the amount of imagery it is making available to them in its latest effort.

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Burberry's spring/summer 2016 advertising campaign contains a series of 40 images, which will be shared via print, online and social platforms, including Instagram, WeChat and Line. Ad campaigns are no longer confined to a magazine page, so Burberry's extensive approach will enable it to continuously engage with consumers throughout the season with new content.

Advertising array

Burberry's ad campaign will officially launch Jan. 6, and will run until June. Outdoor and print placements will be bolstered by content on Burberry's Web site, as well as Facebook, YouTube, Twitter, Google+, LinkedIn, Instagram, Pinterest, Sina Weibo, Youku, WeChat, LINE and Kakao posts.

This social approach was first unveiled via a temporary campaign.

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



Mario Testino shooting the Snapchat campaign

Starting at 12 p.m. EDT on Oct. 22, consumers had 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 ([see story](#)).

The campaign itself features a cast of newcomer models meant to symbolize the shift to a new season.

Showing more skin than typical Burberry efforts, models wear Burberry Heritage Trench Coats or scarves alone. In one image, model Misha Hart strategically holds up the new "icon" bag of the season, the Rucksack, in front of her bare chest.



Burberry spring/summer 2016 campaign image

Burberry scored the highest in L2's Digital IQ test this year, beating out Kate Spade by 1 point. In addition to success

on emerging platforms, updates to its mobile site have tripled while legacy investments such as "Art of the Trench" continue to find success with regional updates ([see story](#)).

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