

MOBILE

Burberry targets younger market using Brooklyn Beckham, Snapchat

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Brooklyn Beckham for Burberry Brit

By STAFF REPORTS

British fashion house Burberry is putting model Brooklyn Beckham at the helm of its Snapchat account to promote the Burberry Brit fragrance.

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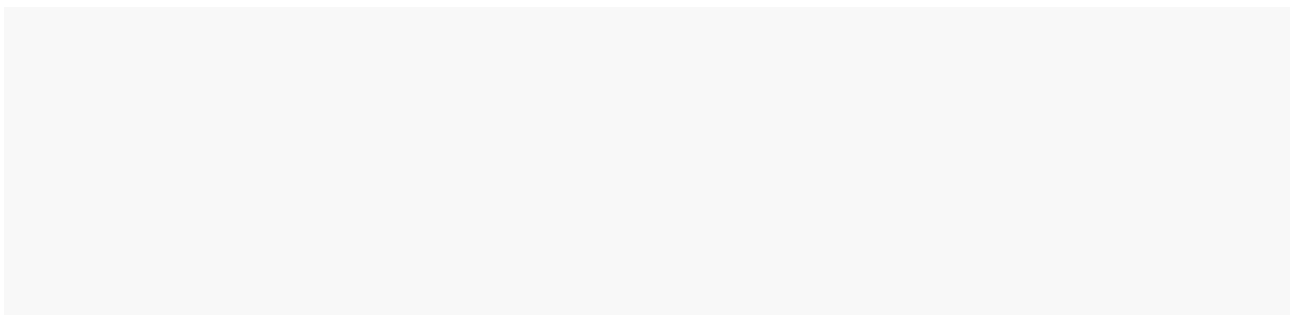
Burberry reposted an Instagram image of Mr. Beckham, the son of David and Victoria Beckham, obscured by the lense of a Leica camera as his photo was taken. In the original posting, Mr. Beckham expressed his excitement to photograph the Burberry campaign on Saturday, Jan. 30, being shared via Snapchat.

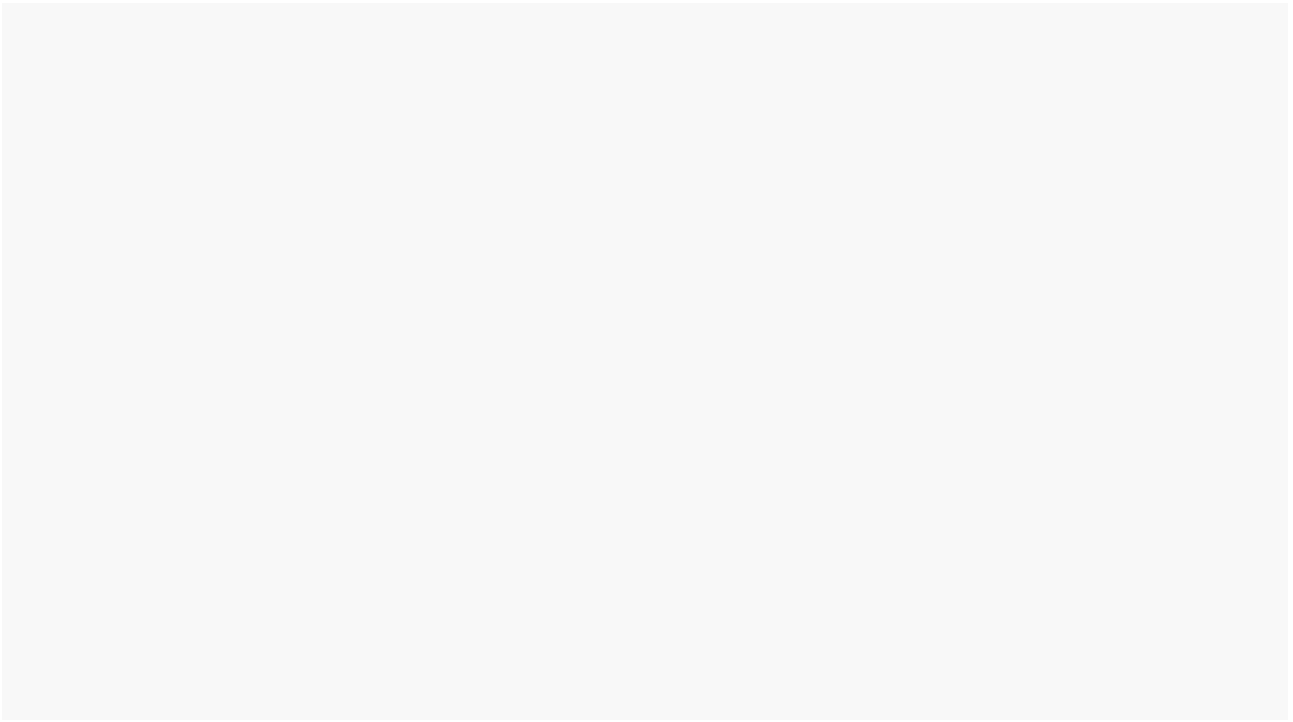
Snap snap

While Mr. Beckham did not share the details of the campaign or what he would be photographing for Snapchat, he did use the hashtag #ThisIsBrit, used for Burberry's Brit fragrance.

Likewise, Burberry did not share any details regarding the campaign opting to repost Mr. Beckham's image. The brand also followed up with a teaser video posted to its account featuring the Snapchat ghost and gritty images of a city, a skatepark and references to the Brit fragrance.

What has been previewed in the Snapchat teaser and the brand's selection of Mr. Beckham, who turns 17 in March, offers consumers a much younger aesthetic than Burberry traditionally expresses. By hosting the campaign on Snapchat, and likely Instagram afterwards, it is clear that Burberry is working toward establishing a connection with a young demographic of consumers.





A video posted by Burberry (@burberry) on Jan 29, 2016 at 7:33am PST

According to WWD, a Burberry spokesman confirmed that although Mr. Beckham is taking the images for the campaign, he does not appear in the created content. No further comment was given.

In recent months, Burberry has chosen Snapchat as its social media platform of choice, using it to share campaigns, runway shows and behind-the-scenes footage ([see story](#)).

As with Twitter and Instagram handles, brands are loosening control over brand voice by inviting guests to speak for the brand for a given time period.

Recently, Italian fashion label Gucci provided an inside look at its latest advertising photo shoot by handing its Snapchat over to the campaign's star, actor and musician Jared Leto.

As a form of instant gratification for fans, the label announced Mr. Leto as the new face of its Gucci Guilty fragrance Dec. 11 and then immediately handed its Snapchat account over to the celebrity to document his perspective from the set. When campaign spokesmodels take on more of a role while promoting a particular brand, it lends a more authentic tone to collaborations ([see story](#)).

Mr. Beckham takes over Burberry's Snapchat Jan. 30 starting at 9 a.m. CET.

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