

ADVERTISING

Nordstrom speaks to younger audience with latest national campaign

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Image from Nordstrom See Anew video

By FORREST CARDAMENIS

U.S. department store chain Nordstrom is helping its consumer "See Anew" in its latest brand campaign.

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The See Anew marketing campaign includes a kaleidoscopic short film as a centerpiece as well as print, online, out of home, social and television components. The emphasis on digital and social platforms, along with the joyful spring theme will endear Nordstrom to a younger consumer.

"Everyone in our line of business needs new customers," said Pamela Lopez, Nordstrom spokesperson. "We hope that customers of all ages will connect with the campaign's accessible, inspiring, joyful details including smiling, dancing models, floral prints, real flowers and flower petals we think these are all optimistic elements of spring and we wanted to capture the concept of the rebirth that comes with the spring seasons.

"We hope that people connect with the positive, optimistic spirit of the campaign, including the music by Matthew Dear," she said.

See Anew

Nordstrom's vice president of creative projects and creator of pop-in@Nordstrom Olivia Kim collaborated with branding agency Partners & Spade and experimental filmmakers Tell No One of Good Egg. Making use of mirrors and digital effects that resemble kaleidoscopic imagery and doubling are used to embody the See Anew theme.

The effects also mesh well with the floral prints and colorful designs that comprise the spring collection.



Nordstrom floral dress

The video, set to Matthew Dear's "Elementary Lover," begins with a model in a long-sleeve, floral dress of red, green and blue dancing in front of a mirror. As she dances, the mirror appears to split into multiple sectors, further multiplying her presence.

Some of the window panels fill with pink flowers, segueing to the next look, a short pink dress with black circle attached. That look quickly gives way to another, a short-sleeved, angle-length red and white plaid dress.

What begins with a doubled image transforms into a kaleidoscopic image and dance, which causes flowers to emerge from the floor in accordance with the same geometric pattern. At that point, the models run toward the model and then off-screen, showcasing more of the collection.

"See Anew / Nordstrom Spring 2016"

In addition to placement on the expected platforms, YouTube and Vevo, the video will be optimized for mobile viewing on Pandora and mobile publishing platform KARGO. A mobile video gives advertisers control of the entire screen but is currently an under-marketed place, possibly allowing disproportionately high returns.

Heavy mobile users tend to be younger, and could be part of an attempt to reach this audience. Indeed, sponsored posts will be promoted across Instagram, Facebook and Twitter while targeted programs will take place on SnapChat and Pinterest.

Brian Dennehy, chief marketing officer at Nordstrom, said in a statement, "Our hope is that the work touches a different spirit and connects with a younger customer than we have in the past."

By now, retailers are competing with one another to attract millennials and even make an impression on Generation Z, as the sheer size of each makes them valuable markets. Nordstrom's social-heavy and mobile-conscious approach will likely reach members of both groups.



"See Anew" video still

Although younger millennials and Generation Z may not yet have the purchasing power to shop at Nordstrom, creating impressions early and fostering desirability through creativity will help the brand stay at the front of mind when these consumers do begin to accrue wealth.

"We want to be where our customers are and we want them to shop with us on their terms," Ms. Lopez said. "We want to make it convenient for them to shop with us and engage with us however they want to, so mobile is a critical component of our marketing mix."

Nordstrom will also appeal to their older and more frequent customers with print ads in Elle, Essence, GQ, Harper's Bazaar, Marie Claire, Vanity Fair, Esquire Big Black Book and Vogue in March and April.

San Francisco and Washington will have out of home promotions, while Boston, Chicago, Miami and Portland, OR will see TV advertisements through April 25.

Mobile first

Nordstrom regularly positions itself as a mobile-first retailer.

Last May, the chain expanded its mobile commerce capabilities with a new feature that enables shopping via text message.

The retailer claimed its TextStyle was the first of its kind for a department store in the United States, allowing for a secure, one-to-one buying experience between a consumer and a sales associate. Consumers are constantly connected to their phones, so this enables Nordstrom to serve them in a personal way no matter where they are ([see story](#)).

Success in retail is increasingly linked to success in the digital realm.

As digital purchases increase, brands must strive to streamline consumer data appropriately to offer the best service possible.

Nordstrom, along with Nike, Best Buy, Target and Ticketmaster, among others, are among the Top 100 Internet Retailers due to the ways in which these brands aggregate their consumer interactions for success. The common thread between these brands is Soasta, a performance analytics platform in the retail space ([see story](#)).

The See Anew campaign's cheerful tone may offer new consumers another point of entry to the Nordstrom brand.

"Our intent for the campaign is to inspire new and loyal customers through engaging, fashion-focused content and to give them a fresh perspective of our brand," Ms. Lopez said. "We hope we created a campaign that gets people excited about spring fashion."

"There are a lot of elements of fashion, but we wanted to focus on being accessible, appealing and open and we think the kaleidoscopic imagery is engaging, playful and joyful," she said. "We hoped to capture a young spirit."