

ADVERTISING

Burberry acquaints consumers with Mr. Burberry through sensual narrative

April 5, 2016



Image from Mr. Burberry campaign

By STAFF REPORTS

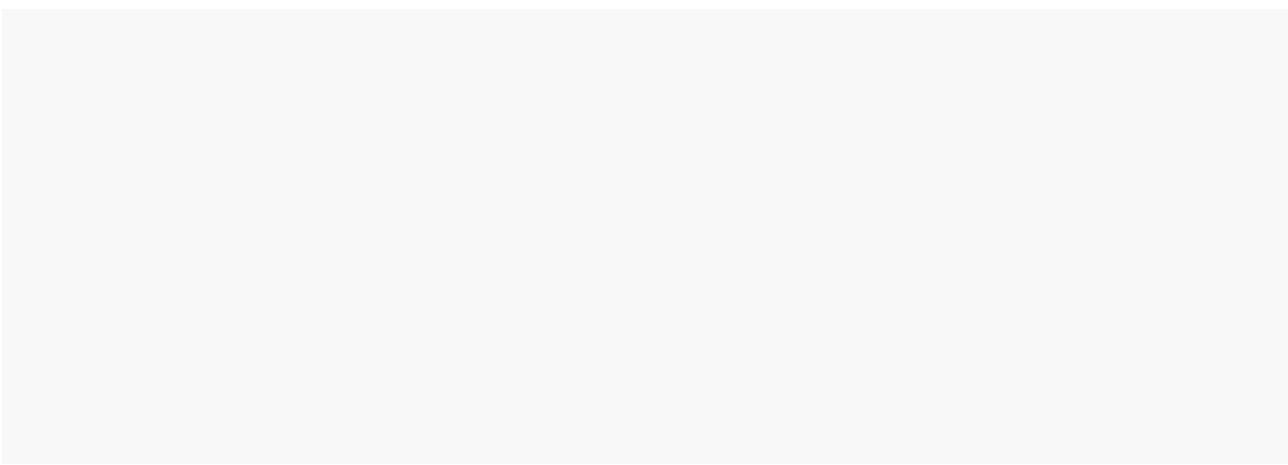
British fashion house Burberry is creating a persona for its new Mr. Burberry scent by documenting the character's weekend in London.

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Centered on a film directed by Steve McQueen, the Mr. Burberry digital campaign weaves a narrative that centers on the interactions of a couple in a hotel room. This sensual approach is a fitting launch for the scent, which was designed as a romantic partner to the label's My Burberry fragrance ([see story](#)).

Do not disturb

Over the weekend leading up to the film premiere on April 4, Burberry posted to Instagram in Mr. Burberry's voice. These capture both his preparations, such as packing his weekender bag, as well as intimate moments with his love interest, as they wake up together or get dressed for dinner.



Dressing for dinner - #MrBurberry

A photo posted by Burberry (@burberry) on Apr 2, 2016 at 11:00am PDT

The social posts pick out snapshots from Mr. McQueen's film, which stars actor and musician Josh Whitehouse and model and actress Amber Anderson.

Set to Benjamin Clementine's "I Won't Complain," the three-minute film captures scenes from the weekend out of narrative order. The door is opened on their hotel room, letting the viewer become privy to their romantic encounters and flirtations.

Mr. Burberry

Additional film content shared to YouTube includes a behind-the-scenes look at the campaign video and another video detailing the inspiration behind the "classic yet contemporary" scent.

For the fragrance launch, Burberry will be featured in Snapchat's Discover channel, the first luxury brand to gain the placement on the app. Here, the brand will share behind-the-scenes content and grooming tips.

Burberry's channel will be accessible for 24 hours from the Snapchat homepage. After that, consumers can get the brand's Snapcode from social media or from its products in stores to gain access.

As content consumption continues to shift toward mobile devices, Snapchat is benefiting due to its quick bursts of immediate entertainment.

According to Fashionbi's "[Snapchat For Live Storytelling](#)" report, the fastest growing social platform has the highest penetration among millennials, with 71 percent of its users under the age of 34. With high engagement rates and a growing user base, brands that are not already leveraging Snapchat's intimate storytelling capabilities should embrace the platform ([see story](#)).

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