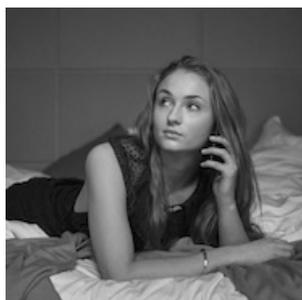


FRAGRANCE AND PERSONAL CARE

Burberry explores Mr. Burberry's narrative via GQ films

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Sophie Turner for GQ and Burberry's The Night Before

By JEN KING

Men's lifestyle magazine GQ is recounting what happened the night before through a native content partnership with British fashion house Burberry.

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Created by the Cond Nast Britain Video team for GQ's global markets, "Mr. Burberry: The Night Before" is housed on the publication's GQ Video channel and will spin a narrative in three short films. The collaboration ties in with Burberry's latest fragrance launch, Mr. Burberry, a cologne inspired by the brand's iconic black trench.

"Well produced native video content adds a new level of engagement to our digital offering," said Vanessa Kingori, publisher of **British GQ**, London.

"It highlights our creative capabilities in delivering sponsored content that avoids being overtly branded whilst still delivering for our clients and building our audience," she said.

Nighttime recap

The first episode of Mr. Burberry: The Night Before is titled "The Departure" and features British actress Sophie Turner, who plays Sansa Stark on HBO's "Game of Thrones" and Jean Grey in "X-Men Apocalypse," which premiered in the UK on May 9.

In the 2 and half minute film, viewers see Ms. Turner laying in a bed while talking on her cell phone. Although viewers miss the start of the conversation, the bits heard shows Ms. Turner telling a friend that her companion for the night was gone by the time she woke up, giving no intimate details.

Ms. Turner's conversation continues by telling her friend that the room was hot because they had misplaced the remote for the air conditioner and the windows won't open fully. Ms. Turner, wearing an evening gown, states that the "love of her life" vanished, a role usually filled by her during a tryst.



Video still of Sophie Turner in The Night Before...

She recounts the events of the night before, realizing she stole a large rock during her presumably drunk escapade after being dared by the man. Continuing her candid conversation, she tells her friend that she and the man had been seated together at the same table during an art museum event and ended up going back to a hotel room at the Cafe Royal Hotel.

Ms. Turner begins to gather her belongings from the hotel room, taking her beige trench coat from a chair and heels and clutch off the floor. As she nears the hotel room's door, she noticed a suit jacket hanging in the closet and the door slowly creaks up and Ms. Turner's face reacts with surprise.

The screen turns black before the viewer is shown anything further. Ms. Turner's friend on the other end of the line is heard saying, "Hello? Sophie? Are you still there?" just as the credits begin to roll.

Game of Thrones' Sophie Turner recounts The Night Before | Mr. Burberry | British GQ

The film featuring Ms. Turner is similar in plot to the campaign created by Burberry to launch the Mr. Burberry fragrance, where the label created a persona for its new scent by documenting the character's weekend in London. 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 ([see story](#)).

The Night Before series is an ode to female actresses, which is an interesting approach since the Mr. Burberry scent is for men.

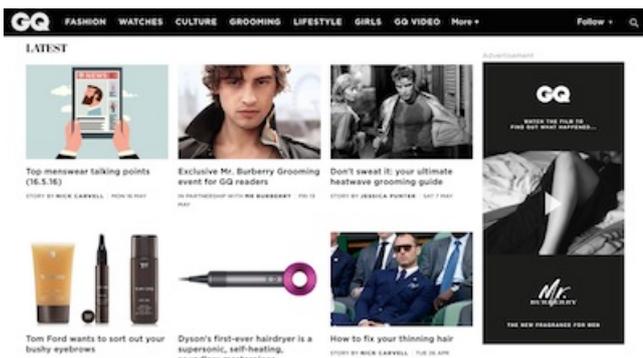
"A fragrance has two owners, the man who wears it and the woman who embraces it," said Danielle Bennison-Brown, director of video content, [Cond Nast Video](#), London.

"We wanted to provide an insight into the female psyche with an emphasis on seduction and the part that fragrance can play in that," she said. "The female actresses' angle was to represent this thinking and to celebrate Mr. Burberry's characteristics told from a female perspective."

The three films were all co-written and directed by Sara Dunlop, whose short film "Dreamlands" was selected for the 2016 Cannes film festival, the only UK film selected from more than 500 entries.

Ms. Dunlop's second, yet-to-debut film will star Josephine de la Baume. The final film in the series will star Sai Bennett.

The Night Before content, created by the Cond Nast Britain Video team, will run on GQ's Web sites and the market-specific social media platforms of British GQ, GQ in the United States, GQ France, GQ Italy and GQ Germany.



Side banner on GQ's Web site for The Night Before...

Meeting Mr. Burberry

Bringing its video content to life, GQ and Burberry will also work together to host an event on June 1.

Held at Burberry's Regent Street flagship in London, the event will showcase the Mr. Burberry grooming range which in addition to the namesake cologne also features an aftershave, moisturizer and a beard oil.

Those who drop by will have an opportunity to hear grooming advice and spring styling tips from British GQ's fashion director Robert Johnston. During the event, Burberry's in-store restaurant Thomas's will serve refreshments including its signature gin and tonics, British beers and sodas.

Attendees will leave the event with a sample of the Mr. Burberry fragrance.

A physical event targeting readers of GQ will help Burberry to further awareness for its latest scent. In addition to the GQ films, Burberry worked to promote the Mr. Burberry scent online.

Prior to its launch in April, Burberry teased the fragrance through its social channels, giving the cologne a persona and an attitude. When launching a new scent, brands often run long campaigns to build up anticipation for the release, ensuring demand when the fragrance becomes available ([see story](#)).

"The Burberry partnership is a truly multi-platform relationship," GQ's Ms. Kingori said. "Adding an experiential element is the natural extension to the already dynamic media mix, increasingly brands want direct connections to our valuable audience and in turn GQ users want to be as immersed in the GQ universe.

"[GQ's audience] not only want to read it, and view it, but also to live it," she said. "Giving access to the key brands and our editors always excites."

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