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## Harvey Nichols' humorous loyalty ad takes home top film prize at Cannes Lions

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Video still from Harvey Nichols' film

By STAFF REPORTS

British department store chain Harvey Nichols' comical look at shoplifting has earned the 2016 Film Grand Prix at the Cannes Lions International Festival of Creativity.

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The retailer's short video, created and entered by agency Adam & Eve/DDB, edits real security footage captured at Harvey Nichols' stores, with the message that enrolling in its rewards program is a way to earn freebies legally. The whimsical film that caught judges' attention has also been an awareness-building success for the store, with more than 500,000 views since it launched almost a year ago.

### Stealing attention

Harvey Nichols' ad, produced by Blink Productions, Cain & Abel and The Mill, superimposes cartoon faces onto shoplifters, to "protect the guilty." The CCTV footage catches these nefarious shoppers in the act, as they look around and stuff merchandise in their bags or under their coats.

After watching them steal, the footage follows these criminals as they try to leave the store, when they are flagged down by security. The last shots show the shoplifters beside themselves, shaking their heads as they wait for the authorities.

### *Love freebies? Get them legally. Rewards by Harvey Nichols*

The final message is the tagline, "Love freebies? Get them legally." Harvey Nichols then provides links to its rewards app.

Also in the film category, BBDO Mexico took home Bronze Lion Campaign for its work with Mercedes-Benz on "Co-Worker and "Son's Friend," while Audi of America's "Commander" Super Bowl spot by Venables Bell & Partners won a Bronze Lion.

Adam & Eve/DDB has previously worked with Harvey Nichols on a number of campaigns, helping the retailer communicate its playful attitude.

For instance, Harvey Nichols showed the impact its newly remodeled menswear shopping destination could have on iconic figures' images.

The retailer's campaign operates on the premise that "Great Men Deserve Great Style," giving personalities as diverse

as Charles Darwin and Barack Obama a sartorial update. This cheeky take on the power of fashion may help convince consumers that they too could work on their style ([see story](#)).

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