

APPAREL AND ACCESSORIES

Gucci leverages Snapchat's storytelling for #24HourAce unveiling

July 27, 2016



Illustration by Winnie Chi for Gucci's #24HourAce

By STAFF REPORTS

Italian fashion house Gucci is staging a Snapchat takeover to fete the premiere of its #24HourAce project.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Each of the artists who created a video for the film initiative will take over Gucci's Snapchat for one hour, sharing their vision and process behind the production of a piece inspired by the label's Ace sneaker. In addition, Gucci is working with Hearst's Sweet Discover channel to promote the artists' films, giving their work a broader audience.

Snap series

Much like its Instagram projects surrounding particular motifs, Gucci is highlighting the international appeal of its Ace sneaker through a series of artistic films.

The brand's #24HourAce project commissioned works up to 60 seconds in length from global artists that interpret the shoe style's relationship to movement and activity. This initiative takes the product marketing beyond the brand, allowing Gucci to diversify the messaging around the Ace ([see story](#)).

While the films premiered last week on a microsite and social media, Gucci is using Snapchat to raise awareness beyond its Instagram account.



Gucci's #24HourAce Snapchat story

Gucci's Snapchat takeover began in Tokyo at 5 a.m. CET. Sharing everything from their inspiration to clips from behind-the-scenes of their films and details about the mediums used, the artists give an inside look at the making of this project.

The global tour also gives followers a taste of each city represented. The takeover will circle the world, ending in New York.

With this hour-by-hour takeover, Gucci's account will continue updating throughout the day, potentially enabling consumers to check in with the brand periodically for more content.

Gucci #24HourAce

The brand has also partnered with Sweet to gain a presence on Snapchat's Discover. The Sweet article is titled "These awesome sneakers might just break Snapchat today."

Gucci's short films are embedded in the Sweet article, giving consumers an easy way to consume the videos on mobile.