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Net-A-Porter, Mr Porter team on multichannel gifting campaign

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Image from Net-A-Porter and Mr Porter's "Gifts All Wrapped Up" campaign

By STAFF REPORTS

Online retailers Net-A-Porter and Mr Porter are looking to differentiate themselves ahead of the holiday season with a co-branded campaign that leads with a customer service message.

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"Gifts All Wrapped Up" centers on an animated film that takes a look at the care the ecommerce platforms take in packaging and delivering parcels to customers' homes. Marking the second time that these two sister sites have teamed up, this joint initiative enables the retailers to reach across both existing audiences for holiday sales.

Better together

This partner campaign is playing across Net-A-Porter and Mr Porter's YouTube channels, as well as the brands' social media accounts and media partners.

The film illustrated by Simone Massoni through Dutch Uncle Agency and animated by Animade opens as a handbag is placed on a conveyor belt. This and other gifts are measured, inspected with magnifying glasses and wrapped by hand before being placed into a branded delivery truck.



Net-A-Porter's packaging

This vehicle makes its way through a snowy scene. The film then shows a man relaxing at home as he makes purchases from Mr Porter on a tablet to fulfill items on his list. This same man is greeted at the door by a pile of parcels.

A stress-free bunch is then shown decorating a tree and enjoying each other's company, their gifting needs taken care of by the retailers.

Have A Stylish Christmas/ Gifts All Wrapped Up at Net-A-Porter & Mr Porter

The campaign launched Nov. 3 alongside the ecommerce stores' holiday edits, shoppable across their Web sites and mobile applications.

In addition to digital channels, this effort will also be placed on London's black cabs, with his and hers versions driving around the city.

A first for the ecommerce brands, Net-A-Porter and Mr Porter have created their debut printed gift guides, which they will mail to their existing clientele.

"We're so excited to be launching our Gifts All Wrapped Up campaign," said Alison Loehnis, president of Net-A-Porter and Mr Porter. "It's the second year that Net-A-Porter and Mr Porter have collaborated to celebrate the holiday season in style.

"The campaign highlights everything we love about this time of year and supports the key tenets of our brand: to provide the most amazing product, brought to life by beautiful content and underpinned by world-class service," she said. "We hope this fun animated campaign will bring a smile to our customers' faces this season."

Last year's holiday effort marked the first time Net-A-Porter and Mr Porter worked together on an advertising campaign.

The campaign included placements on Instagram, YouTube and Apple and two additional firsts occurring in the form of television advertisements and a short film that will grace the screens of hand-picked cinemas ([see story](#)).