

MARKETING

Burberry SVP will discuss filmmakers' increasing role in brand marketing

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Still from "The Tale of Thomas Burberry"; image courtesy of Burberry

By STAFF REPORTS

British fashion house Burberry will take the stage at the Festival of Media Global May 8 in Rome to discuss movie-style short films and the implication the format has for advertisers.

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Held annually, the Festival of Media Global brings together international media figureheads to discuss the most intriguing campaigns of the last 12 months. Burberry's holiday campaign "The Tale of Thomas Burberry" is one of the campaigns to be explored during the advertising showcase.

Showtime

On May 8, Greg Stogdon, senior vice president of creative media at Burberry will take the stage to discuss the brand's The Tale of Thomas Burberry for the first time.

Mr. Stogdon will be joined on stage by award-winning film director Asif Kapadia and Academy Award-nominated scriptwriter Matt Charman to discuss the campaign.

The Tale of Thomas Burberry is a three-minute trailer for an imagined full-length film, directed by Mr. Kapadia and written by Mr. Charman. Rather than aligning with traditional holiday themes, Burberry's film instead looked to create an emotional appeal for its gifting collection with themes of love, adventure, dreams and tradition.

Burberry's film also told a dramatized story of its founder and the key moments in time that shaped its brand. The campaign starred Domhnall Gleeson, Sienna Miller, Dominic West and Lily James ([see story](#)).



Behind-the-scenes during The Tale of Thomas Burberry

"It is such an honor to have Burberry speak at the Festival of Media," said Jeremy King, COO at Festival of Media in a statement. "We are aware that every event in the media space is very keen to have the luxury brand as part of its program, so we are so excited, particularly as it is going to be the world's first.

"This year's agenda is arguably the best in the event's 11 year history and designed to solve the marketing and media educational gaps of the world's biggest spending and innovative advertisers," he said. "Having Burberry as part of it only adds to the glamour and relevance of the Festival of Media on the media event calendar."

Mr. Stogdon, joined by Mr. Kapadia and Mr. Charman will discuss convergence of the film industry and media, while touching on whether scriptwriters and movie producers are the new creative directors for brands.

The 2017 Festival of Media will be held at The Waldorf Astoria Rome Cavalieri hotel.

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