

APPAREL AND ACCESSORIES

Fendi taps Instagram, Snapchat navigation for animated engagement

August 2, 2017



Screen capture from Fendi's Bag Bug animation. Image courtesy of Fendi

By STAFF REPORTS

Italian fashion label Fendi is taking inspiration from its whimsical Bag Bug charms for interactive storytelling.

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The house is tapping the skip ahead feature on Instagram and Snapchat Stories to let consumers control the Bag Bugs' actions as they look for their "home" on a handbag. This approach to mobile marketing takes away passive viewing, allowing Fendi to potential work around consumers' shrinking attention spans.

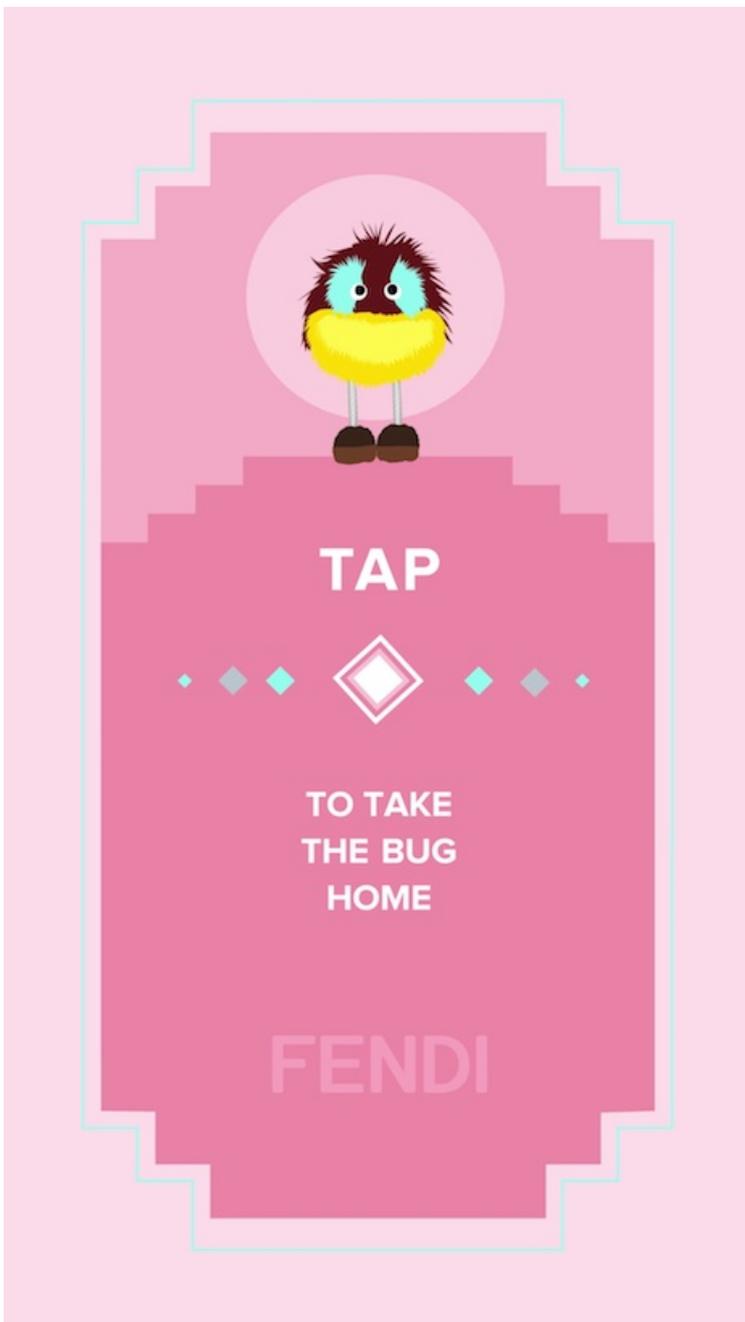
Touch screen

Fendi has previously rolled out interactive Instagram and Snapchat content with a gamified approach.

Around the holidays, the brand's #12DaysofFendi gave its followers tasks, such as decorating a Christmas tree or building a snowman, which could be completed by tapping their screen. Taking advantage of both platforms' user interfaces, these stories gave the illusion of participation to those watching, giving them a reason to stay through the end ([see story](#)).

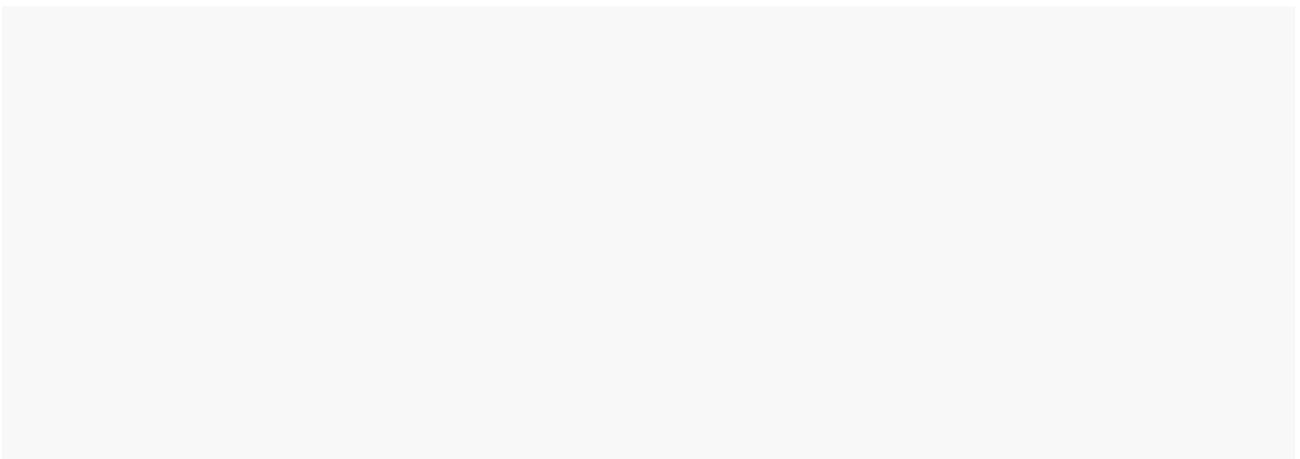
As part of a campaign teasing its pre-fall 2017 bag collection, Instagram users could play with Fendi on the application in a series of fun activations that kept fans coming back daily ([see story](#)).

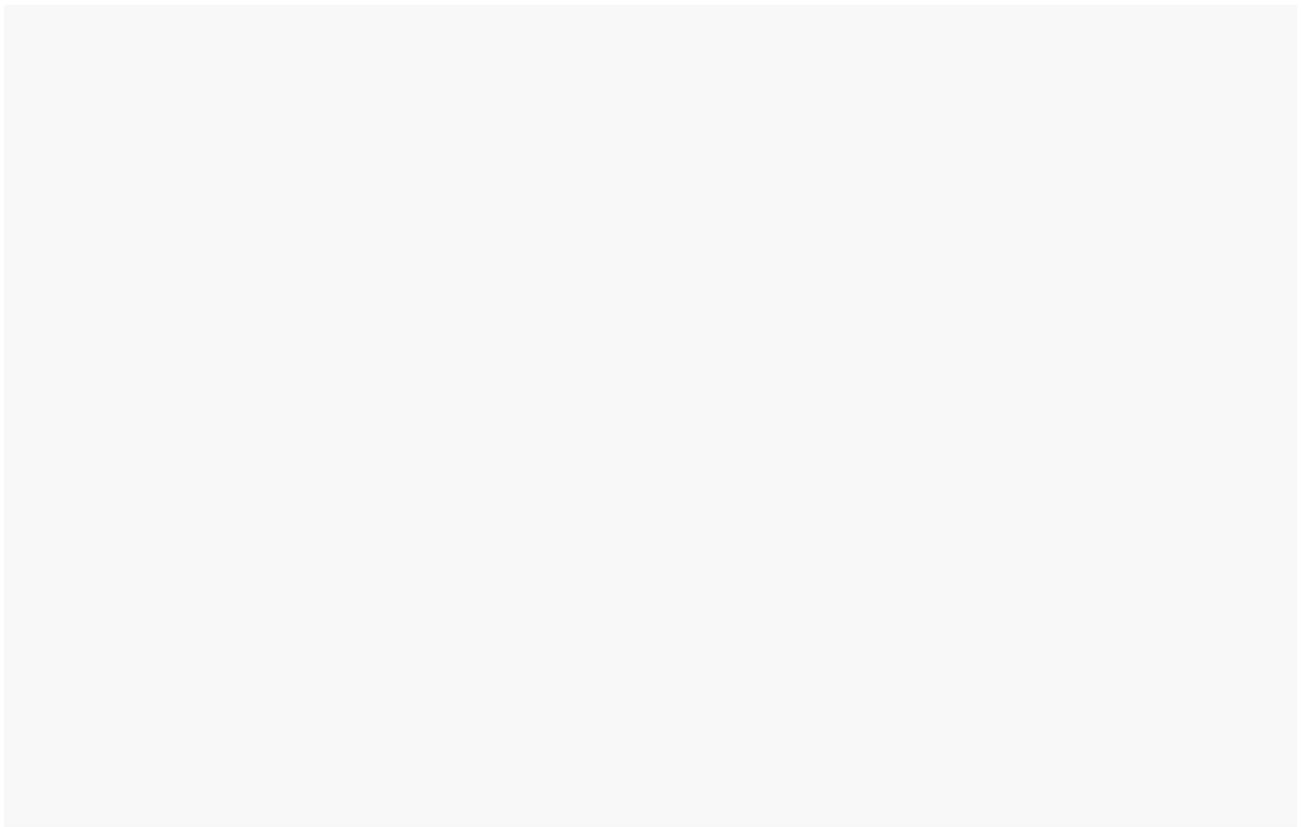
Now, this strategy is being applied to the Bag Bugs. Stories will be unveiled consecutively from Aug. 2-4, featuring the purse charms along with bags.



Screenshot from Fendi's Bag Bug story. Image courtesy of Fendi

As they are viewing a story, consumers can use the organic tap function to advance to the next scene, allowing them to feel as though they are controlling the animation. When the story ends, consumers will be prompted to swipe up to navigate to Fendi's ecommerce site, where they can shop the collection.





The TAP is back! Help your favorite #FendiBagBugs find their way home. Starting tomorrow on Stories and Snapchat @skypie

A post shared by Fendi (@fendi) on Aug 1, 2017 at 1:09pm PDT

These stories can be viewed as many times as the consumer wants within a 24-hour time period.

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