

APPAREL AND ACCESSORIES

Tod's dances its way into Instagram feeds

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Tod's teaches followers how to dance on Instagram

By BRIELLE JAEKEL

Italian fashion label Tod's is encouraging followers to put on their dancing shoes in a new social initiative that uses its footwear for dance instructions.

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Tod's is taking to Instagram with a series of video shorts and images that teach followers how to dance various famous styles. From the Charleston to contemporary, fans are giving step-by-step instructions on how to dance with Tod's shoes.

"Tod's is an Italian company that produces luxury shoes and other leather goods," said Marci Troutman, CEO of SiteMinis. "Designed around comfort and style.

"TOD's began producing goods in 1920," she said. "TOD's has the feel of the GREAT GATSBY time period, but consistent with today's modern millennial approach to life and lifestyle.

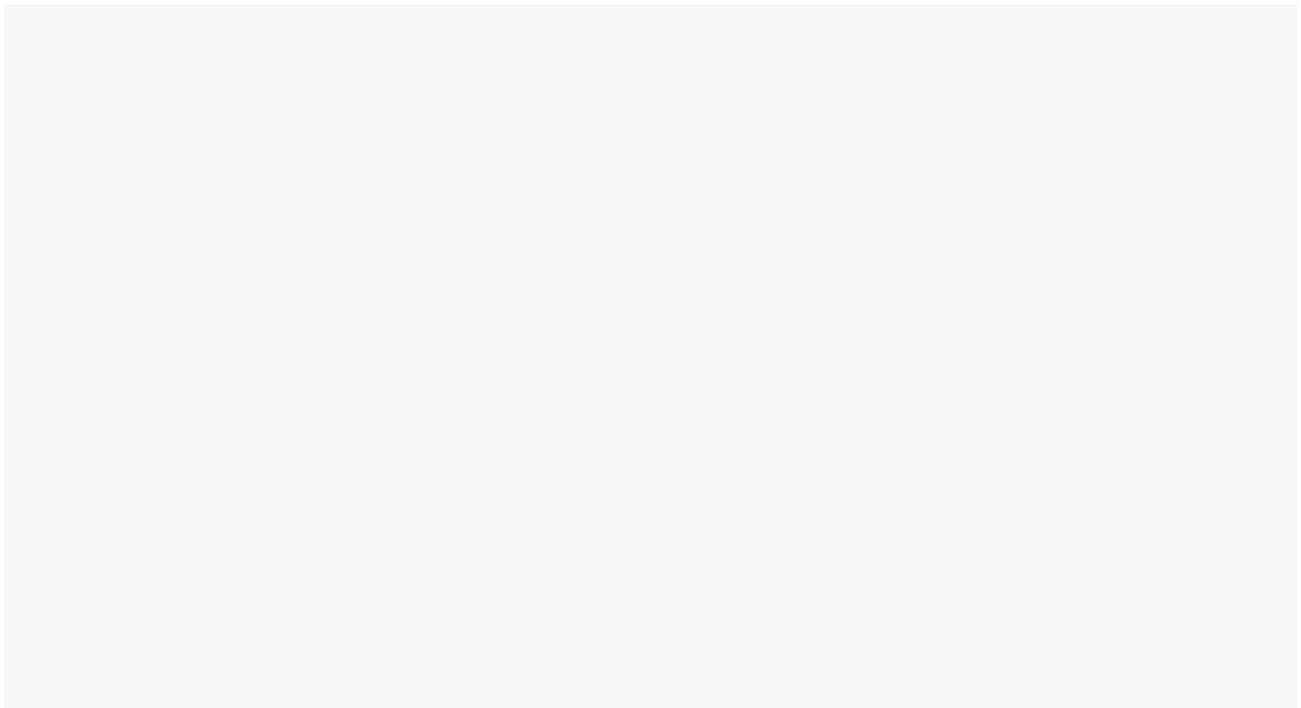
"This campaign opens up the wonderful history of TOD's sense of timelessness, nostalgia and fun to a broader audience, which fits neatly into the younger millennial's experiential needs as well as making a statement about their style requirements. It's cool footwear."

Dancing shoes

Starting with the Charleston, Tod's official Instagram account first shared a video of a man and woman doing the dance while wearing its footwear. The following post showed dancers how to complete the dance with step-by-step instruction using the soles of Tod's shoes.

Instructions inform participants to take one step forward with their right, another with their left and one more with their right before taking steps backward.

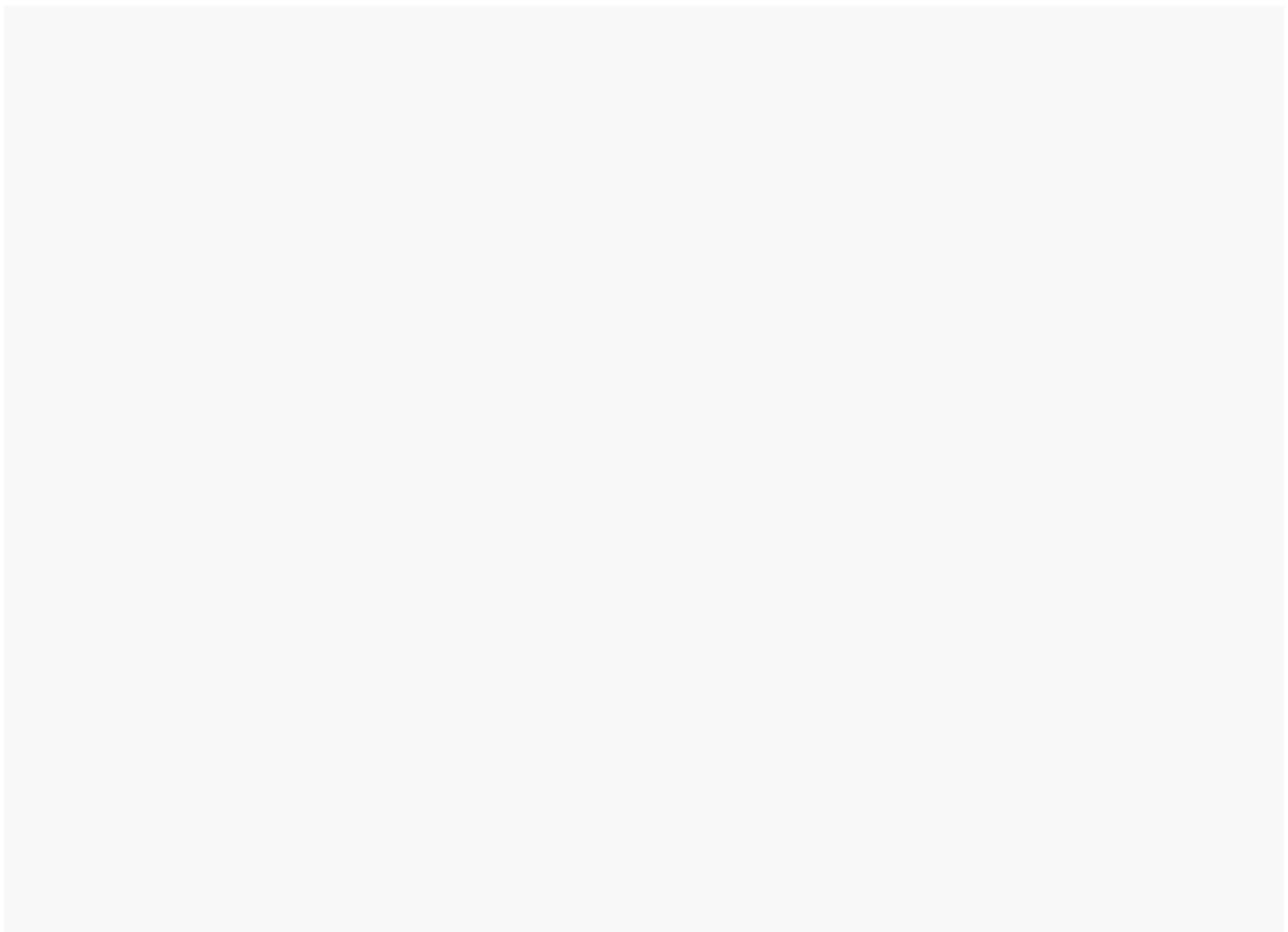
Tod's follows the Charleston up with a contemporary dance, sharing a video of a modern dance performance followed by an image with a few steps to try at home.

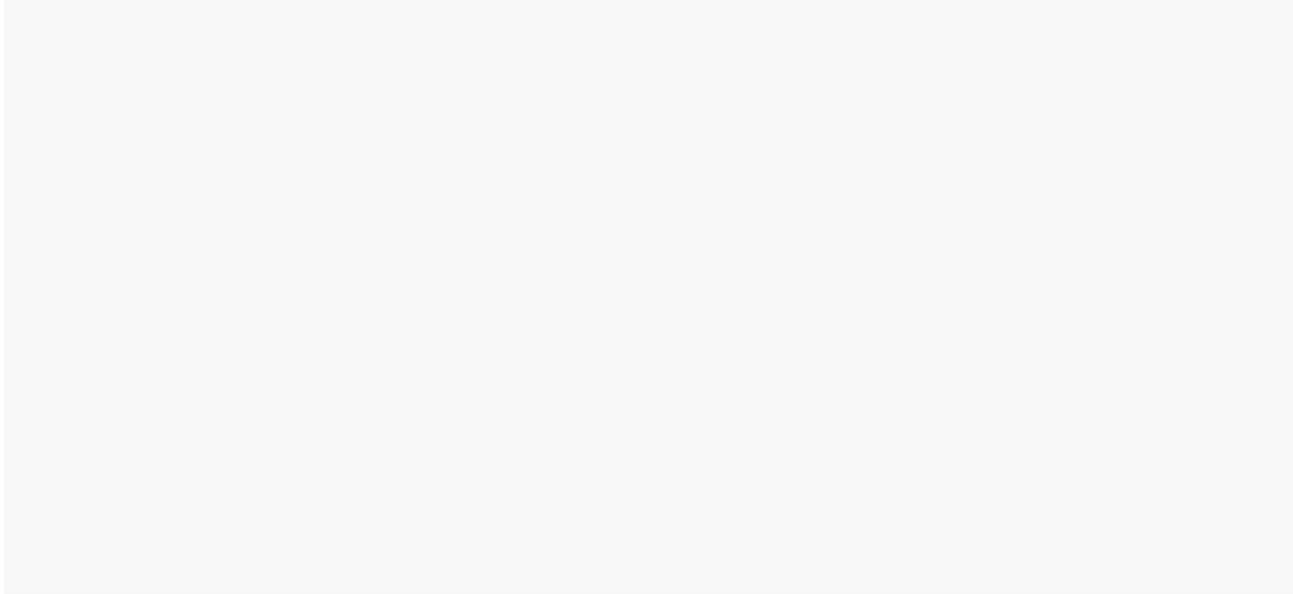


It's time to dance with #TodsGommino: enjoy some #Charleston! #TodsDance

A post shared by Tod's (@tods) on Aug 22, 2017 at 2:12am PDT

In true Latino style, Tod's Instagram campaign then moves on to the Tango with a short video as well as a carousel post including various images from the dance before a quick instructional post. Tod's instructs followers to "find your mate and let's #Tango."





Find your mate and... let's #Tango: follow the #TodsGommino! #TodsDance #GomminoDance

A post shared by Tod's (@tods) on Aug 24, 2017 at 7:16am PDT

Each dance video shows a couple completing the traditional dances, but towards the end of the video, their dance is paralleled by a cartoon version of the Tod's footwear.

While they dance, the two pairs of animated shoes jump into screen from the shoes the dancers are already wearing. The animation then completes the dance as well, in tandem next to the dancers who are performing the choreography.

Tod's marketing

The Italian goods brand also recently unveiled a new short film in promotion of its latest men's and women's collection that pushes the boundaries of promotional film by obscuring the line between advertisement and genuine cinema.

The short film, titled "Harvest Moon," in contrast to many fashion shorts that are focused on mood and tone, is much more narratively ambitious. The film features fleshed out characters and a much more plot-focused presentation than many films from comparable brands ([see more](#)).

Tod's also explored the essence of its woman in text with a literary campaign.

In an advertising-meets-reality concept, writer Derek Blasberg was cast in the marketing effort as an author struggling to find the right words to describe his costar Andreea Diaconu. Throughout a short film, Tod's builds the idea that the woman who wears Tod's cannot be contained to a narrative, allowing the brand to create allure while making itself relatable to a wide range of female customers ([see more](#)).

"This instagram post is really unique as it shows you how to do the dance (footstep patterns ala Arthur Murray)," Ms. Troutman said. "This is old school mixed with new school technology and it is just plain fun to watch and fun to try.

"The use of old school gypsy jazz with open fun dance coupled with the shoes' showing the steps in the video make this an effective sharable video making for an inexpensive marketing effort that transcends short term connectivity," she said. "These videos are fun and timeless."