

APPAREL AND ACCESSORIES

Tod's takes viewers on an emotional treasure hunt in new series

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Tod's newest campaign is a love story set in Capri. Image credit: Tod's

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Italian leather goods maker Tod's debuted an emotional and romantic five-part miniseries on its Instagram page chronicling a story of eternal love.

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The series of short videos is called "A Treasure Hunt" and features Chinese actress and model and winner of the Asian Star Award Liu Shishi in the starring role. Throughout the series, Tod's handbags and shoes take center stage in Ms. Liu's quest to follow the trail left by a lover.

Treasure Hunt

Tod's latest Instagram campaign is styled after the sort of gorgeously-shot Italian love affair films of the '50s and '60s, in an effort to promote its latest collection of handbags and shoes.

For the short film series, Tod's traveled to Capri, Italy, which has long been a source of inspiration for many fashion marketers as multiple campaign videos have been filmed there.

In the short series, which is called A Treasure Hunt, a young woman follows a series of handwritten clue cards left by a mysterious lover that lead her to different areas throughout Capri.



Tod's is leaving shoppable images along with the series episodes. Image credit: Tod's

From her arrival on a boat to the emotional climax, this lover is never seen, communicating only through the handwritten cards they leave behind with a watercolor image of where she is to go next.

The young woman is played by Ms. Shishi, a major star in China. Throughout the series, she is shown wearing the latest shoes and handbags from Tod's.

In between each episode of the series, which was posted on Instagram, Tod's followed it up with images and links to buy the products Ms. Liu was wearing in the previous episode.

The series ends with Ms. Liu finding a final note from her lover by a lighthouse, promising to always be with her in her heart.

Narrative marketing

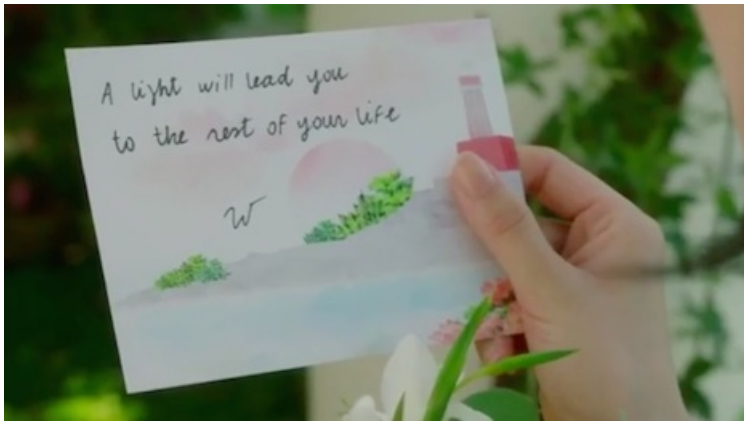
Tod's video marketing strategy has been unique compared to other comparable brands.

While many brands choose to make short, fun pieces with minimal narrative or content, Tod's has been experimenting with videos that are closer to regular short films than outright ads.

Recently, Tod's unveiled a 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 story](#)).

Along with this however, the brand has also released more typical Instagram campaigns.



Ms. Liu follows the clues. Image credit: Tod's

Tod's encouraged followers to put on their dancing shoes in a new social initiative that uses its footwear for dance instructions.

Tod's took 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 given step-by-step instructions on how to dance with Tod's shoes ([see story](#)).

With A Treasure Hunt, Tod's seems to be going back to the more narrative-focused style of campaign video that features distinctive characters with an actual story.

This style will serve to distinguish the brand from the sea of competitors and bring in new customers intrigued by its unique marketing strategy.