

APPAREL AND ACCESSORIES

Chanel brings still campaign to life on IGTV

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Chanel touts its Code Coco Chanel watch. Image credit: Chanel

By BRIELLE JAEKEL

French fashion label Chanel is leveraging social media for a new launch in native experiences, catering each piece of content to the channel of publication.

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In a multiplatform launch, Chanel is using IGTV, Instagram Stories, Facebook, Twitter and more to excite fans for its new timepiece launch. A special black-and-white film has been launched specific to IGTV, with a teaser on Instagram Stories, as luxury brands become more interested in the image-focused platform.

"IGTV is a great platform for brands to build deeper relationships with current and potential customers through the use of video storytelling," said Adrian Dubler, CEO of **Foap**, Warsaw, Poland. "In fact, 81 percent of consumers buy a product or service because they watched a brand's video.

"Chanel using IGTV is a great example of how a company is using this platform to forge a stronger connection to its younger audience," he said. "For example, the influencers and models in these video vignettes appear more relatable and authentic by showing models being ordinary for example staying at a hotel, dining out, etc. while still showing the aspirational side of their products."

Mr. Dubler is not associated with Chanel but agreed to comment as an industry expert. **Chanel** was reached for comment.

Code Coco

In a series of photographs and content on Chanel's official platforms, various aspects of hotel life are exhibited.

On Chanel's IGTV page, these personalities come to life.

The vignette begins by following a chef walking into the kitchen of a hotel, with the title "Code Coco Society" written in white lettering on top of the black-and-white footage.

An image that Chanel has touted on its other social outlets features a woman with a newspaper wearing a black dress lounging in the kitchen. She is sporting the new Coco timepiece.

Discover CODE COCO BLACK. The latest CHANEL jewelry watch

reinterprets codes of the House with the 2.55 clasp and quilted motif.

#CHANELWatches #CODECOCO Discover the collection on <https://t.co/dno6KU22Q7pic.twitter.com/OWIuNni2vn>

CHANEL (@CHANEL) September 13, 2018

This image comes to life, as the camera moves to where she is seated in the busy kitchen, seemingly out of place.

Moving on, the film departs the kitchen and shows a butler knocking on the door of a suite labeled the "Coco Suite." A woman in a towel answers and kisses him twice on the cheek before taking a package from him.

The footage then jumps to a man carrying gardening shears, as a woman sits on a lawn drinking coffee, while another waters the hedges of the hotel.

Another woman, engrossed in a book, leans against the desk of the concierge, revealing the name of the hotel: "Ritz."

In the hotel pool, a woman relaxes on a float, checking the time on her Code Coco watch, as another does the same while walking up the stairs.

Back to the woman in the kitchen, the film shows her checking the same watch while prepping a dish.

[View this post on Instagram](#)

@Nozo0806 wears the CODE COCO BLACK timepiece. #CODECOCO #CHANELWatches

A post shared by CHANEL (@chanelofficial) on Sep 13, 2018 at 4:43am PDT

Instagram post from Chanel

The woman previously shown sipping her coffee on the lawn runs inside the hotel, greeting a group of women excited to see each other while the kitchen staff prepares for their event.

A final shot of the Code Coco watch is shown, ending the film.

Chanel campaigns

Chanel also recently continued its string of film episodes detailing its history and the inner workings of its business with an installment that takes viewers to Italy.

"Chapter 24, Venice" was the previous short film within the Inside Chanel series, which takes a look at house founder Gabrielle Chanel's time in the Italian city. Cited as the greatest source of her inspiration, her time in Venice is documented as the designer fled to the country after losing the love of her life ([see story](#)).

Chanel has also just geared up for the winter months with the launch of a skiwear line.

Promoting the debut of the first Coco Neige collection in stores, Chanel shot an advertising campaign featuring brand ambassador Margot Robbie. While this is a new line for Chanel, Coco Neige is based on the house's heritage ([see story](#)).

"It is interesting that Chanel is dipping their toe in the waters with products that are more affordable such as a watch or perfume to capture a younger audience that has the ability to purchase these items and become brand ambassadors," Foap's Mr. Dubler said.

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