

INTERNET

Social video can build awareness, advocacy for luxury brands

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Luxury brands that are looking to implement social video into their marketing campaigns need to keep the creative engaging and provide a reason for the content to be shared.



Luxury brands can increase awareness, brand advocacy, garner attention and drive people in-store or to branded Web sites through online video. However, this content needs to be shared and highlighted by influential people for the video to be found by consumers.

“Social video is content plus conversation, where the conversation is an integral part of the value to both the viewer and the content creator,” said Phil Townend, managing director of [Unruly Media](#), London.

“For luxury brands, [video] is an amazing way to build an emotional connection,” he said. “[With] traditional online banners, it is difficult to build a proper connection.

“For luxury brands building a relationship with consumers, it is necessary to engage and make consumers be loyal to certain brands.”

The four A's

There are four major feats that luxury brands can aim to accomplish through social video.

The first is to spread brand awareness, which can be accomplished by having the video on as many platforms worldwide as possible.

The second major goal that brands wish to accomplish is advocacy, which is created when consumers endorse the brand by liking them on Facebook, following them on Twitter or sharing the video through blogs and email.

Other times, brands are trying to garner attention. To do so, they need to increase the amount of time consumers spend with a their video.

The last major goal brands have is a call-to-action, such as getting consumers in-store or ordering from a branded Web site.

However, a brand cannot attempt to do all four things in one video.

“Some marketers say, ‘We want to get as many views as possible, watch the full length of the video, buy something in store and follow us on Twitter,’ but a brand can’t do all four because then the video gets too confusing for the viewer and nothing is achieved,” Mr. Townend said.

Sharing is caring

After choosing a goal for the video, a brand needs to ensure that the video content is distributed to its target audience.

“A lot of people think that if they just create good content they can just post it on YouTube, but that won’t work because there is too much content on YouTube,” Mr. Townend said.

Many luxury brands are already using social media video.

For example, Audi is upping its social media presence and building the hype surrounding its latest limited-edition model through a week-long video series that it released via its Facebook and Twitter handles ([see story](#)).

In addition, Jimmy Choo launched its Catherine handbag line with a behind-the-scenes documentary released on its Facebook page and branded blog ([see story](#)).

Also, Chanel released a video on its Facebook page for its pre-Fall/Winter 2011 campaign that highlighted the campaign's androgynous theme ([see story](#)).

There are a few ways brands can ensure that the video content gets distributed.

First and foremost is to make the content creative and engaging.

Online video should not be a longer version of a brand’s television ad since that it will be too advertorial and not engaging enough to be shared among a viewer’s network.

As early as the storyboard phase, a brand should be aiming to hit social triggers that will make people inclined to spread the content among their networks.

Some of the biggest triggers are things that are dubbed as funny or cute, according to Mr.

Townend.

A great way besides Facebook and Twitter for brands to spread video content is to have it picked up by an influential blogger that creates a discussion around the video content.

However, while doing this, a brand cannot let the message become disconnected from the brand's image and large-picture marketing.

Overall, keeping things simple and engaging is what brands need to keep in mind when designing videos.

And, when combined with social media, the value is unequivocal.

"Video consumption is rocketing [and] Internet users are increasingly looking to video to inform, educate and entertain," Mr. Townend said.

"Social media makes it easier than ever before for brands to target niche audiences such as high net worth individuals and to do so at speed and scale, with very little media wastage," he said.

Final Take

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