

RETAIL

Nordstrom celebrates everyday connections in filmic campaign

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Nordstrom's new campaign is centered on human emotions. Image credit: Nordstrom

By SARAH RAMIREZ

As ecommerce continues to impact traditional bricks-and-mortar retail, department store Nordstrom is emphasizing the importance of the human connection in a cinematic new campaign.

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Nordstrom's new short, which debuted alongside the Academy Awards, features a series of vignettes that tout human experiences that cannot be replicated online. The advertisement is not set in a physical Nordstrom store and instead attempts to build an emotional connection to viewers.

Human looks

"An Open Mind Is The Best Look" captures the audience's attention immediately with the opening dialogue, "Look at me."

Two young women are shown facing one another, when a voice from beyond the frame says, "Mean what you say," to indicate that this conversation is in fact taking place at an acting class. The first actress repeats her line, and a melancholy melody starts as a new scene comes into focus.

Nordstrom's 2019 brand campaign film

The teacher's directions and words of encouragement serve as the voiceover for the remainder of the film.

In addition to other rehearsal scenes, more intimate and revealing scenes are woven throughout.

For instance, one young girl peers out from a doorway and watches as her grandmother privately tries on different elaborate outfits in front of a mirror. The firm voiceover adds more context to the scene as the director instructs her class to "find themselves."

There are also glimpses of a young woman and man locking eyes while they pass each other on bicycles, and an elderly man learning how to float in a swim class.

The individual narratives continue as the film unfurls. The young girl discovers her grandmother napping on the couch and tries on her oversized sunglasses, and the young couple find each other at a market.



Models of all ages and ethnicities are included in Nordstrom's new ad. Image credit: Nordstrom

More scenes of perseverance and teamwork include a girl helping her brother learn how to properly lasso while on horseback and another teenager practicing tap dancing.

The scenes and characters are diverse, from young to old and urban to rural, with various ethnicities represented as well.

Consumer connections

Nordstrom centers its brand on having strong relationships with its shoppers.

The department store chain is among the brands that offer the best customer service experiences and emotional connectivity, according to a report by global customer agency C Space. Nordstrom ranked fifth overall for best customer service experience and was the top-scoring department store or retailer.

Consumers prefer to spend their money on emotionally-cognizant companies that provide quality customer service, directly benefiting brands' bottom lines. The more emotionally connected shoppers are, the more likely they are to make frequent purchases and recommendations ([see story](#)).

These emotional connections are also reflected in Nordstrom's marketing efforts.

This past holiday season, Nordstrom made gifting a festive affair through a holiday campaign and cross-channel efforts offering limited-edition products and personalized guides.

Nordstrom released a colorful video campaign, titled "Let's Go Gifting," with a diverse cast of characters. Directed by Theo Wenner, the spot features longtime brand advocates Jan De Villeneuve and Guinevere Van Seenus alongside other Nordstrom shoppers of all ages and races.

The brand also introduced additional services to ease the stress of holiday shopping as well as sharing special items with a philanthropic purpose ([see story](#)).

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