

IN-STORE

Increasing the in-store luxury experience with video

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By RACHEL LAMB

Luxury brands that use interesting, aesthetically-pleasing videos in-store can help to add to the shopping experience and increase transactions.

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Videos that focus on products or the history and legacy of a brand are usually the most beneficial. However, bland and uninteresting videos, not surprisingly, are ignored by consumers and can add almost nothing to the in-store experience.

“It depends on the type of video,” said Doug Fleener, president and managing partner of [Dynamic Experiences Group](#), Lexington, MA.

“Brand experiential videos like runway shows, video shoots and music videos can create a sense of energy, visual stimulation and connect the customer to the brand,” he said.

“When done well, it can also contribute to purchase intent.”

Streaming for attention

Luxury jewelers, retailers, automakers and hotels can all benefit from in-house videos.

“Educational videos can build value in the product and communicate stories,” Mr. Fleener said.

“Think of a video on how fine watches are made or what goes into a pearl necklace,” he said. “Another good use is a video that tells the company's story.”

One of the main reasons that consumers purchase luxury goods is because they realize their main components are rarity, heritage and craftsmanship.

Therefore, showing a video that emphasizes the detail and work that goes into a luxury good or explaining a brand's history could incentivize consumers to buy or at least return to the store.

Many luxury retailers are also using videos that feature the newest collections from the most recent runway shows.

For instance, British designer Burberry used in-store videos to show its new line and to launch its new flagship location in Beijing, China ([see story](#)).

Part of the runway show broadcast in Burberry stores

Using video to show luxury fabrics, precious jewels and precise stitching can add value to the in-store experience and build the brand image.

Meanwhile, automakers can show videos in dealerships that show a car's speed, agility, finesse, interesting features or safety options.

Luxury hotel properties can show a rolling display of images of shots from the property or a video of consumers dining, on the beach, in the spa and enjoying themselves on-site.

Adding sparkle

Videos can definitely be beneficial, but just like all marketing tactics, showing a video just for the sake of it is pointless.

“I also think there are a lot of in-store videos that add no value,” Mr. Fleener said.

“I was recently in a luxury jewelry store that was running a video of a person speaking at a tradeshow,” he said. “While that in itself added no value to the in-store experience, they didn't even have the sound on, which made it even less useful.”

“It's not surprising [that] customers were totally ignoring it.”

While this most likely will not turn people off from the retail experience, brands that show boring videos are missing out on opportunities to inspire consumers to buy products or services.

Indeed, some brands such as Burberry and Nordstrom use mobile devices to show products and videos ([see story](#)).

Just as consumers expect a brand to be luxury, the experience in-store should feel that way.

Especially expensive products are going to be bought in-store, rather than online or via mobile.

Therefore, expensive cars, jewelry and other products could benefit from a video demonstration to convince customers to buy.

“The in-store experience is not what we hope it is or what we say it is, but rather it's what the customer actually sees, hears and feels while engaging with the store staff, products and physical store,” Mr. Fleener said.

“The purchase process and the emotional connection the customer makes with the store, staff and brand and products are key elements of the luxury value proposition,” he said.

“The experience is how the connection is or isn't made.

“So, meeting and hopefully exceeding the customer's expectations with the customer's overall experience is vital, and delivering on all of the elements of the in-store experience enables that to happen.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

