

APPAREL AND ACCESSORIES

Burberry gamifies capsule release with product-themed platformer

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Burberry's monogram puffer capsule. Image courtesy of Burberry

By STAFF REPORTS

British fashion house Burberry is heralding its latest product launch through a branded platform game.

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In honor of its collection of parkas emblazoned with its monogram, Burberry has created a game starring a woodland creature sporting the line of protective outerwear. Luxury brands are turning to gamification to digitally engage consumers, whether creating new games or partnering with existing franchises.

Going for gaming

Burberry's capsule collection of puffer jackets is printed with the brand's monogram motif, which was developed by creative director Riccardo Tisci and graphic designer Peter Saville last year. The print interlocks the letters T and B, referencing the brand's founder Thomas Burberry.

The label has a long history in outerwear. During World War I, Mr. Burberry developed coats for military personnel that would shield them from the elements while they were in the trenches.

Burberry's puffers take this idea of protection in a sporty direction. Women's, men's and unisex styles are made in color ways including orange and green.

Bringing the collection to life, Burberry launched an online game as the puffers hit stores and ecommerce on Oct. 21.

B Bounce lets players choose between three different styles of outerwear, enabling them to dress their character and vicariously try on coats. It then challenges the player to click and drag their figure up a series of ledges while avoiding rain, snow and lightning.



Burberry's B Bounce character. Image credit: Burberry

Players are also instructed to pick up items, including a TB monogram token.

Once they have played, participants can choose to share their scores, and they can view a leaderboard to see how they stack up.

Players also unlock a code to receive special GIFs in Giphy.

With the growth of entertainment on mobile and digital, brands are discovering that by creating marketing efforts with a game-like experience, they make a larger impact.

Italian fashion house Fendi and London's Harrods department store recently worked together to create a memory game on mobile where users had to match photos of the brand's handbags. Marketers are adopting more strategies such as this in an attempt to better connect with consumers, with market spend in this way likely to overtake traditional spend ([see story](#)).