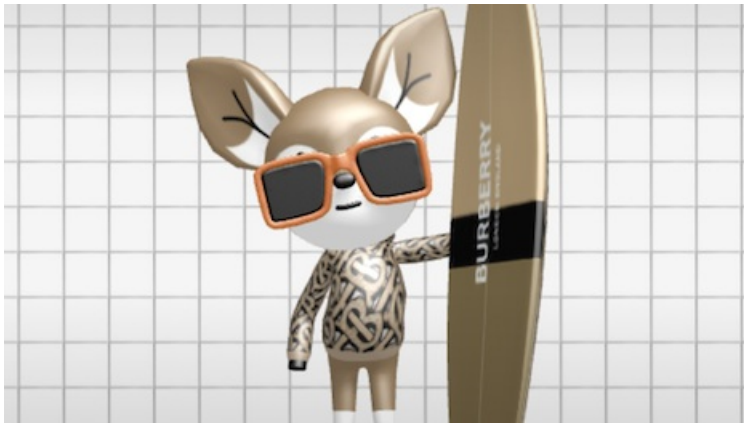


APPAREL AND ACCESSORIES

Burberry creates video game, Internet art to push summer Monogram collection

July 21, 2020



Burberry's B Surf video game lets players dress their characters. Image credit: Burberry

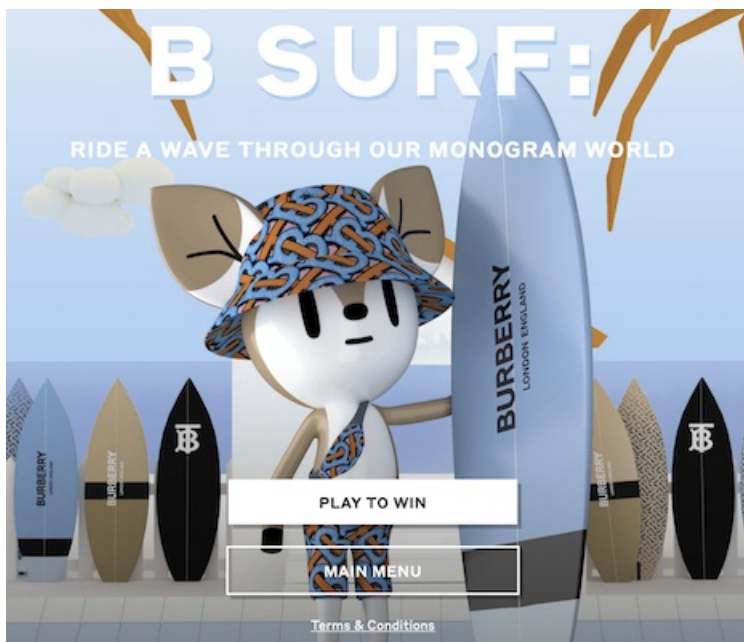
By DIANNA DILWORTH

Burberry is promoting its new Summer Monogram collection with several new digital efforts from video games to collaborations with artists, reflecting an edgy way to connect with young audiences and offer a seaside feel.

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The campaign promotes the new summer lines in a playful and engaging manner that can entertain audiences online.

"Summer has been a time to play, to laugh, to enjoy friends and family in relaxed environments, many outdoors," said Rebecca Miller, founder/principal of [Miller&company](#), New York. "The artist collaboration and gaming duo suggests a way to create summer fun in these uncertain times where summer has been forced to be redefined."



Burberry's B Surf video game promotes its new summer monogram collection and lets players compete for prizes. Image credit: Burberry

B Surf

Burberry has created an online video game to promote its summer looks called B Surf that lets players ride a wave through the monogram world of Burberry.

Consumers can choose to race against the clock for prizes or play in challenge mode, in which the player can invite a friend to play against. This is a word-of-mouth marketing tactic aimed at spreading the news about the brand's new game.

Once a player selects a game, he or she is able to choose from several players dressed in different Burberry looks including sunglasses and beach hats.

Surf through a waterpark near the beach and collect B-branded monograms to collect points. The brand's new look is also featured in signage at the virtual water park.

Once a player completes the course, she is given a time and is invited to share her initials to be placed on the leaderboards. Doing so unlocks a special reward with a QR code that can be scanned for redemption.

"Burberry's strategy is to present a new collection that will actively engage a younger audience through a medium they enjoy, a video game," Ms. Miller said. "It offers choice, exposure and fun while overtly and covertly promoting their products.

"This strategic campaign allows the brand to speak to their target audience in a language they can relate to, a visual language that invites the consumer to go on a different type of journey with the brand, self-directing and self-editing their personal experience," she said.

"Collaboration, while once unique, has become a norm, one that is almost expected today. When an artist is invited to express their creative talents on a luxury brand's products it generates interest in the art and luxury communities, often revered as simpatico."



Burberry's latest collaboration with artist Louca Mastroe. Image credit: Burberry

Burberry Generation

Burberry has teamed up with several artists to create images of its sunglasses inside of digital art.

This social media promotion is aimed at bringing its products to communities interested in online art. The brand uses the hashtag #BurberryGeneration to promote the campaign.

Partnerships include one with artist Louca Mastroe, which puts Burberry's new B Motif sunglasses using his surrealist digital work, and another with collage artist Pablo Thecuadro.

"Instagram creates additional energy allowing the consumer to share his or her point of view about the colors of the new products, the experience, their scores, and adds a competitive spirit to the overall experience in a relaxed and playful manner, reinforcing the overall campaign," Ms. Miller said.

"As Burberry begins to reopen stores in the U.K., they are cognizant that not all customers will be comfortable going into stores," she said.

"This campaign was designed with layered marketing components to reach and appeal to all so they may feel a part of the brand, as their individual comfort levels permit."



Burberry's latest collaboration with artist Pablo Thecuadro. Image credit: Burberry

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