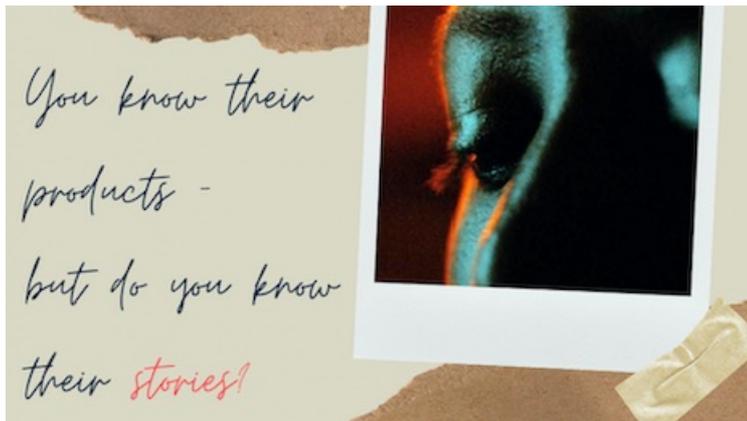


MARKETING

Walpole debuts ode to Britain with branded film campaign

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Walpole highlights British luxury in an immersive advertising campaign, produced by BBC StoryWorks Commercial Productions. Image credit: Walpole

By NORA HOWE

British luxury representative body Walpole is sharing the untold stories of some of the United Kingdom's most renowned brands in a new series of short documentary-style films.

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The British luxury sector contributes a significant portion to the UK's economy, with 80 percent of its production destined for overseas markets and a major driver of international visitors to the UK. Produced for Walpole by BBC's content studio **StoryWorks** and supported by the **GREAT Britain & Northern Ireland Campaign**, the "Love Letters from Britain" series aims to inspire a global audience by showcasing the individuals and businesses who are innovating the \$66 billion industry.

"The British Luxury sector is a figure head for creativity, innovation, craftsmanship, quality and service," said Charlotte Keesing, director of corporate affairs and international at **Walpole**, London. "We wanted to send a letter to the rest of the world to remind both lovers of luxury and new audiences why British Luxury brands are special, how they are tackling today's challenges, how they are defining a new era for luxury."

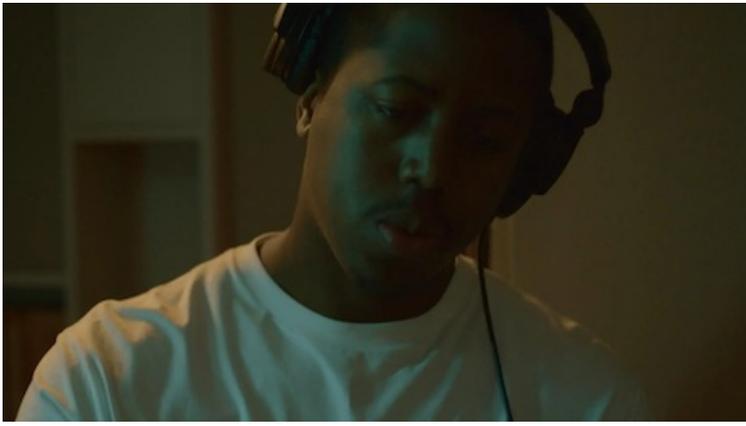
Love Letters from Britain

Walpole first announced its partnership with BBC StoryWorks and the start of the series' production in December 2020 ([see story](#)).

The series features some of the U.K.'s most recognizable luxury brands including automaker Bentley Motors, Bicester Village, dunhill, Jo Malone London, London Sock Company, Molton Brown, The Balvenie, The Lakes Distillery and the soon-to-be-opened Londoner Hotel.

The campaign, which will eventually include 20 unique stores, explores how British brands are defining a new era of luxury by examining the definition of luxury and its relevance today.

The films, which vary from three to six minutes in length, will be distributed to a targeted international audience in key luxury goods markets, including the United States, China, Japan, South Korea, India and across the Middle East.



Dunhill examines the meaning of masculinity, and how fashion mimics that definition. Image credit: Walpole/BBC

The series is available for international audiences on a dedicated BBC StoryWorks' digital hub as well as globally accessible through [Walpole](#). The initial series launch includes nine "Love Letters from Britain."

Focusing on the process of luxury, as opposed to the product, Bentley's dedicated spot highlights the people responsible for pioneering a new image for the auto brand, which has been keen on becoming carbon-neutral ([see story](#)).

Fashion house Alfred Dunhill reevaluated what it means to be a modern man a constantly evolving concept. In its nearly five-minute vignette, "Modern Masculinity," Dunhill creative director Mark Weston expresses the necessity of innovation, how it is used to drive change and ways he uses the brand to mimic the fluidity of present culture.

Scotch whisky brand Balvenie Distillery went the nostalgic route with its four-and-a-half minute film, exploring the union of tradition and innovation as a pillar of luxury. Balvenie has been maturing its craft through generations, passing on its single malt process by hand.

Walpole and BBC are in the process of producing an additional 11 shorts, which will be available in October 2021.

"Our inspiration for the 'Love Letters from Britain' campaign was born out of a desire to share the untold stories of our amazing brands," Ms. Keesing said. "To shine a light on the creativity, innovation and people who are the British luxury sector - our bold approaches to sustainability, how we in the UK are doing things differently."



Bentley is focused on innovating carbon neutrality, while also bringing new creativity to its brand. Image credit: Walpole/BBC

With the "Love Letters from Britain" campaign series, Walpole hopes to shed light on why British creative, entrepreneurial and innovative talent is the secret of the UK's international success, and how these brands draw global interest.

With the nine short films, Walpole and BBC touch on themes of craftsmanship, heritage, creativity, self-expression and innovation.

Feature marketing

Luxury companies and brands have recently utilized broadcast platforms and branded content studios to implement full-feature marketing strategies.

LVMH-owned jeweler Tiffany & Co. collaborated with New York Times Advertising to celebrate love with a digital campaign featuring the stories of four couples in New York.

In a continued effort to promote all forms of love in support of the LGBTQIA+ community, the "Love, Always" [campaign](#) will live in a custom landing page and branded audio segments will air on the New York Times' Modern Love podcast through Sept. 15 ([see story](#)).

Beauty brand Este Lauder also turned to the New York Times branded content studio for its "Dare to Love" digital campaign powered by audio-based creative storytelling. Featuring global brand ambassador Ana de Armas to promote its newest fragrance Beautiful Magnolia eau de parfum, Este Lauder partnered with T Brand and YouTube BrandConnect in a first-to-market collaboration.

With the partnership, the brand aimed to expand the representation of love through fictional stories within audio spots in the Modern Love podcast. Este Lauder developed a disruptive, digital-first custom storytelling extension to engage and excite consumers via the platform.

The campaign was brought to life through four custom audio spots about four types of love written by author and activist Rebecca Walker, writer Alejandra Castro-Castillo, writer and director Em Weinstein and writer and photographer Taiye Selasi ([see story](#)).

"The team at BBC StoryWorks are leaders in storytelling, and have used their journalistic approach to uncover the new and yet-to-be told stories with their world-class production values," Walpole's Ms. Keesing said. "They have incredible reach with our target audiences around the globe.

"We are also thrilled to have the support of the GREAT Britain & Northern Ireland campaign, who is our series partner, and they too have impressive global reach through their network of local offices and teams around the world."

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