

MULTICHANNEL

Burberry chooses multichannel marketing for weather-focused Spring/Summer ads

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By RACHEL LAMB

British retailer Burberry has released sneak-peak ads for its Spring/Summer 2012 collection that will be released via print, digital, social media and direct mail.

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Luxury Daily

The ads are starring British model and actress Cara Delevingne and actor Eddie Redmayne. The Prorsum, Burberry London, Burberry Brit and Burberry accessories lines will be featured.

“There is no longer one best way to find customers,” said Chris Ramey, president of Affluent Insights, Miami. “A multichannel campaign allows brands to target and connect with their affluent customers more often and more convincingly.”

“It is inconceivable today for marketers to exclude a multichannel approach in their marketing plan,” he said. “Multichannel marketing is useful to affluent consumers because they are online and they expect their brands to be there, too.”

Mr. Ramey is not affiliated with Burberry, but agreed to comment as an industry expert.

Burberry declined comment for this article.

April showers

The cast for the Spring/Summer collection ads was meant to reflect the different facets and attitudes of the Burberry guy and girl, according to Burberry.



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The first two images released feature Ms. Delevingne and Mr. Redmayne laying on the floor, the actress in a trench coat and heels and the actor in an open trench coat, displaying a suit underneath.

The second image shows the two sitting in an upright position.

Ms. Delevingne is wearing a green coat, striped hat and carrying a bag and Mr. Redmayne shows off a brown jacket with white trim on the hood.



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"We wanted to capture a moment in the lives of two exciting and inspiring British actors who have been part of the Burberry family for several years," Christopher Bailey, London-based chief creative officer of Burberry said in a statement. "The images reflect the mood of the collection through Eddie's and Cara's energy, playfulness and effortless elegance and I have such huge admiration for them both."

The campaign was shot in London by famed celebrity photographer Mario Testino.

Leveraging London's infamous dreary spring weather, the campaign reinforces the brand's heritage in protection from weather in its display of outerwear including trench coats and parkas.

Trench tactics

Both the models in the Spring/Summer 2012 campaign have worked with Burberry before.

Mr. Redmayne was first featured in the Burberry Spring/Summer 2008 ad campaign while Ms. Delevigne premiered in the Spring/Summer 2011 ad campaign, Burberry Beauty campaign and Prorsum runway shows.

In fact, both were featured in Burberry's last campaign for Autumn/Winter, which drew inspiration from the 1960s ([see story](#)).

Similar to the plans for the Spring/Summer 2012 collection, the Autumn/Winter collection released different products through changing themes each month.

Burberry will be pushing the images through digital media including its Web site and social media accounts including Facebook, YouTube, Twitter and Instagram.

The retailer plans to complement its digital marketing through print and direct mail components.

"There is no 'best' channel because every brand has its own unique marketing objectives," Mr. Ramey said.

"Print is only part of the equation," he said. "It is the art of balancing print with multichannel."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York