

INTERNET

Burberry uses Vogue for all-digital eyewear push

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By RACHEL LAMB

Britain's Burberry opted for a completely-digital multimedia marketing strategy for its eyewear campaign that includes music, videos and images that are now on Vogue.com.

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Luxury Daily

Burberry is tapping up-and-coming British musicians for this campaign that relies on music and videos from the bands. Vogue's audience of fashion-forward, well-off readers was probably a good choice for Burberry's ads.

"The majority of Vogue's audience will be quite familiar with the Burberry brand, as it is an editorial staple in both the digital and print versions of the magazine," said Rachel Lewis, Fort Worth, TX-based senior marketing strategist at [iProspect](#). "However, Burberry's clothing, handbag and shoe collections garner most of the attention.

"These placements bring the eyewear collection into focus and may introduce it to both loyalists and possible new customers unfamiliar with this line," she said. "It can be challenging for luxury brands to stand out in an overcrowded sea of beautiful ad imagery.

"Burberry's addition of music to the ads helps to create a lasting impression in the minds of consumers by differentiating these images among the competition and this move is not only attention-getting, but also memorable and evocative of the Burberry brand."

Ms. Lewis is not affiliated with Burberry, but agreed to comment as an industry expert.

Burberry declined comment for this story.

Vogue.com is the online portal for Vogue, the flagship magazine in the Conde Nast portfolio.

Music to the ears

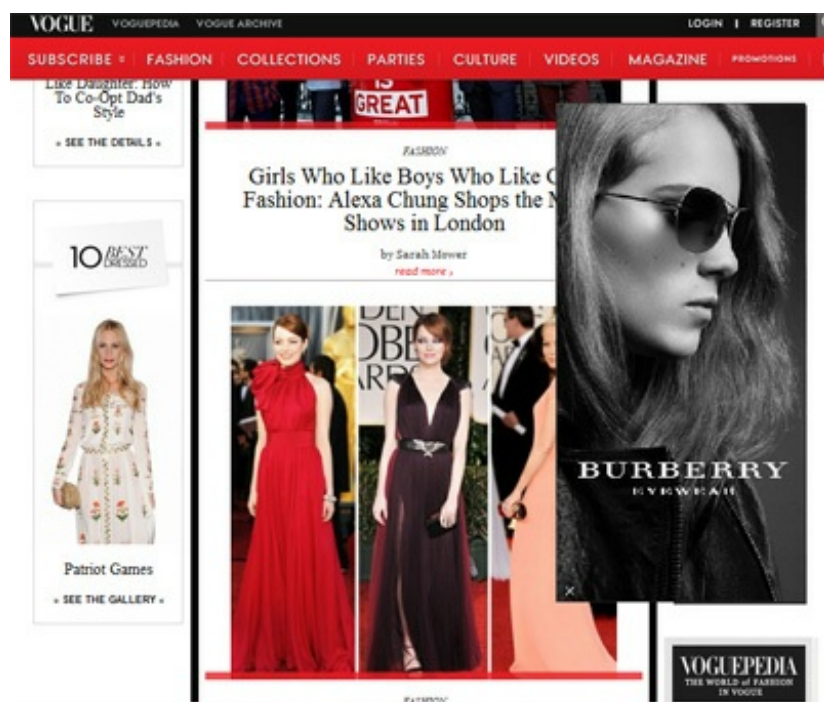
Burberry's execution on **Vogue.com** has three parts: the expandable banner ad, side tower and scrolling masthead.



Burberry's expandable ad on Vogue.com

The masthead ad is found when consumers scroll through the featured articles using the arrows at the top of any Vogue.com page.

When consumers scroll over the ads, they expand and begin to play music for about 10 seconds. The musicians featured in the campaign are One Night Only, Marika Hackman, Life in Film and The Daydream Club.



Burberry's side tower ad on Vogue.com

A short video plays of the musicians singing, but consumers can click through still-life images of the bands modeling the eyewear and playing instruments.

Clicking on the ads bring consumers back to the eyewear section of the [Burberry Web site](#). There, consumers can choose one of the musicians, listen to their music and read their bios.

The site also shares which eyewear each musician is wearing and offers shopping opportunities.



Burberry Web site with buying opportunities

“The most important element of this ad is the landing page users are taken to upon click,” said Mary Elise Chavez, director of creative strategy for [Blue Fountain Media](#), New York. “Burberry is notorious for sandwiching merchandise with storytelling, and the landing page carries this through.

“Once you click through you can further explore short films that feature the product,” she said. “But the path to purchase could be more direct, which would help conversions and time on-site.”

Eye-catching display

Burberry first started touting this campaign earlier this year. It is entirely digital, since most of the content is centered around music ([see story](#)).

Burberry’s current Vogue ads seem to be on a rotation with Fendi eyewear and Balmain, where each brand has control over all of the ads on one page.

Fendi is looking to target a trendy, fashion-forward audience with interactive advertisements for its eyewear on Vogue.com that feature three different campaign shots of a model wearing the eyewear and an interactive component where consumers could scroll through the collection ([see story](#)).

In addition, British retailer Burberry launched an all-encompassing digital display on Vogue.com in March that included video, a slideshow and a click-to-buy component ([see story](#)).



Past Vogue ad

“It is a mutual love affair, since the majority of Vogue’s readers favor Burberry and Burberry’s consumers favor Vogue,” Ms. Chavez said.

“By placing the product in front of a targeted and engaged audience, a brand will see a higher conversion rate.”

Indeed, there are a few components that luxury brands need to keep in mind when creating interactive rich-media ads, she said.

For instance, brands should track conversions and drive traffic to targeted landing pages. Also, the interactivity should add value, not overwhelm or detract from the products.

Also, there should be relevancy to the site content or products that a user is browsing, which can increase conversions on banner ads, Ms. Chavez said.

Burberry’s relationship with Vogue spans print and digital, so it makes sense that it would push products via this hub.

Also, since Burberry’s campaign focuses on music, it is beneficial to the campaign that it includes multimedia content and the opportunity to listen to more music.

“Music and luxury both have the ability to alter our state of mind, and allow us a bit of escapism from the day-to-day,” iProspect’s Ms. Lewis said. “In this instance, the marriage of the two creates a stronger connection to the Burberry brand and lifestyle through a multi-sensory approach.

“The visuals of the ads and the audibles of the music create a deeper level of engagement with the consumer,” she said.

Final Take

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