

INTERNET

Tod's highlights handbag functionality via animated social video

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By TRICIA CARR

Italian leather goods maker Tod's is pushing this season's Miky Bag via an animated social video that likely appeals to affluent consumers' practicality when using digital to research luxury handbags.

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The 60-second video continuously pans to the right to show a string of everyday situations during which the Miky bag can be used. In contrast to a flashier video campaign that Tod's released this month, this effort could be a nod to mature, affluent users on social media.

"Through the video, Tod's is able to highlight the versatility of the Miky bag by placing it in multiple environments – trips, shopping and dinners," said John Casey, founder of **Freshluff**, New York. "With a simple print ad, the placement of the bag is generally limited to one specific activity.

"Tod's has the ability to push the video out with multiple channels via its Web site, Facebook page and YouTube account, and generate interest about the Miky bag among its current customers and fans," he said. "It should lead to increased visits to the Miky bag page on Tod's Web site and, hopefully, a spike in sales for the bag."

Mr. Casey is not affiliated with Tod's, but agreed to comment as an industry expert.

Tod's was not available for comment before press deadline.

Everyday bag

Tod's is showing the classic Miky handbag in a video that assembles everyday scenarios using animation and then places the bag prominently in view.

The video begins in a living room. The Miky bag is placed on the couch.

Then, the scene transitions to a park where black silhouettes of people are relaxing on a bench. A Miky bag appears next to them.

The screen follows a plane that is visible in the park scene to an airport where a passenger is using a Miky bag as a carry-on.

Next, the black silhouette of a taxi passenger in a city is sitting next to a handbag.

The last scene is a restaurant. A person is sitting at a table outside and a Miky bag falls from the sky onto the table.

Tod's Miky Bag video

The video is featured on Tod's' social media channels and begins to play when consumers navigate to its Web site.

It's electric

Also this month, Tod's released another video campaign that seems to aim at a younger demographic in comparison to its Miky bag video.

The label partnered with LVMH Moët Hennessy Louis Vuitton's Nowness blog to publish its Electric Signature video that depicts the image behind the Signature Collection. The collection includes shoulder bags, totes and clutches in different colors.

Electric Signature was created by avant garde artist Bart Hess. It is in black-and-white except for the colors in the Signature Collection bags.

The video features electronic music and strobe lights with geometric shapes ([see story](#)).

Embedded Video: <http://www.youtube-nocookie.com/embed/FsxWYSBXsO4?>

[list=UUAoSRFU_naDYSN4hVEaP8bg&hl=en_US](#)

In addition, Tod's used channels including print, social video and Tumblr to market its new capsule collection called Tod's No_Code, a collaboration with Jefferson Hack.

Tod's No_Code is a more modern, urban and edgy departure from typical Tod's collections. The campaign is an evolution of the Tod's usual lifestyle in that it is more contemporary and artistic, per the brand ([see story](#)).

"The Electric Signature video is much more colorful, vibrant and musical," Mr. Casey said. "It puts the brand's products in a club environment, giving them an edgy, hip feel.

"The Miky Bag video is much simpler, elegant and practical, which conveys the bag as more durable and functional – something that can be used for everyday activities," he said.

Final Take

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