

MULTICHANNEL

Longchamp gives life to handbags via upbeat spring campaign

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By ERIN SHEA

French leather goods maker Longchamp is beating the winter blues by flaunting its spring collection in an upbeat video campaign and out-of-home advertising.

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Luxury Daily

The 80-second video was released on the brand's social media and the campaign will be promoted through digital and physical platforms. The spot titled "You Should be Dancing" features model Coco Rocha walking through airport security and busting out dancing with her Longchamp bag.

"The Longchamp woman is herself in constant movement, she is dynamic, urban, cosmopolitan - an active, multi-faceted woman who moves with her times," said Marie-Sabine Leclercq, head of international trade marketing and communications at [Longchamp](#), Paris.

"The new campaign does not translate dance literally, but in the idea that, as the Longchamp woman goes about her day, she feels so positive, so energetic, so free and at ease with herself that she suddenly wants to dance," she said.

Put on your dancing shoes

The video starts with Ms. Rocha arriving at an airport. She hurries through the airport to the

security checkpoint as she carries a honey-colored Longchamp 3D handbag.

The song “You Should Be Dancing” by the Bee Gees plays throughout the video.

The woman reaches the security point as she walks through the metal detector and sets her bag on the conveyor belt.

The bag scans through an X-ray on the conveyor belt. The video slows to show off the bag.



Video still

Ms. Rocha takes off her sunglasses and steps through the detector for the second time. It again is set off so the Transportation Security Administration officer asks her to step through for a pat down.

As the pat-down begins, Ms. Rocha starts swaying her hips and moving back and forth.

Then, she breaks out in a whole dance number. Model Liisa Winkler is standing right next to her, also being patted down, and jumps into the dance number as well.

Ms. Winkler is holding a sun-colored Gatsby Hobo bag.

Both women continue to dance as airport employees start to join in as well.

They link arms, wave goodbye to the staff and run off down the red-carpeted hallway as the Longchamp logo is brought across the screen and the video ends.

Consumers are able to view the video through a Facebook app, YouTube or Longchamp's Web site.

Through Facebook, users can share the video on Facebook, Pinterest or Twitter after they are finished watching it.



Longchamp Facebook app

In addition, the brand also released a two-minute video that chronicled the making of the You Should be Dancing video. It was released on the brand's YouTube and Facebook app.

The campaign will also be promoted through strategically placed kiosk billboard posters and public transit displays in Boston, San Francisco and Greenwich, CT.

Spring has sprung

Luxury marketers are now luring consumers to come shop new collections through upbeat, colorful social videos for the spring/summer campaigns.

For instance, French fashion house Louis Vuitton showed off its Mini Icons collection in an upbeat social video that depicts the handbags in use by stylish women during springtime in Paris.

The label shared the 90-second video across its social channels and Web site to stir up interest for the set of small, brightly-colored bags (*see story*).

Also, Italian apparel and accessories label Fendi presented its new small leather goods collection in an animated social video that shows the items parading through scenes of color panes and crayon doodles.

The label showed the video on a section of its Web site where users can also view an image gallery of the entire collection. Fendi pushed video views via a dedicated email campaign and social promotions (*see story*).

Longchamp's video is more likely to go viral than some other video campaigns since it could gain additional views by promoting it through a Facebook app.

"This video is fun and shows the product in a great way while providing entertainment to the viewer," said Brittany Mills, director of client services at **B Culture Media**, Atlanta.

"This is a fun video is worth sharing and I think that Facebook is a great place to introduce a campaign like this," she said.

"Also, with Facebook, a brand can ensure its video reaches new audiences by leveraging its promoted and sponsored post feature, which can help to reach a new audience and gain more exposure."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/nukQ6fj1u58>

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