

INTERNET

Tod's pushes capsule collection via first all-digital campaign

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By TRICIA CARR

Italian leather goods maker Tod's is introducing its spring/summer 2013 Tod's No_Code capsule collection through its first all-digital campaign that comes together on a new microsite.

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Tod's No_Code is a supplementary men's and women's seasonal shoe collection designed in collaboration with editor Jefferson Hack. This spring, Tod's established a microsite at <http://todsnocode.com> where consumers can explore the collection, browse media and register to receive a limited-edition interactive booklet by mail that incorporates mobile touch points.

"The target audience for this collection is metropolitan and a part of a larger global society," said Amanda Rue, strategist at **Carrot Creative**, Brooklyn, NY. "They are inquisitive, curious and interested in the world around them.

"Tod's understands this and is facilitating their desire to dive deeper into the brand story," she said. "Most likely these consumers consider themselves cultural tastemakers and can easily relate with the socialites, bloggers and influencers that Tod's is including in this campaign."

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

Tod's was unavailable for comment before press deadline.

British roots

The spring/summer 2013 Tod's No_Code collection was given the name "London Calling" by Mr. Hack for its inspiration from East London.

The Tod's No_Code collection generally showcases the brand's shoe-making traditions with a modern twist.



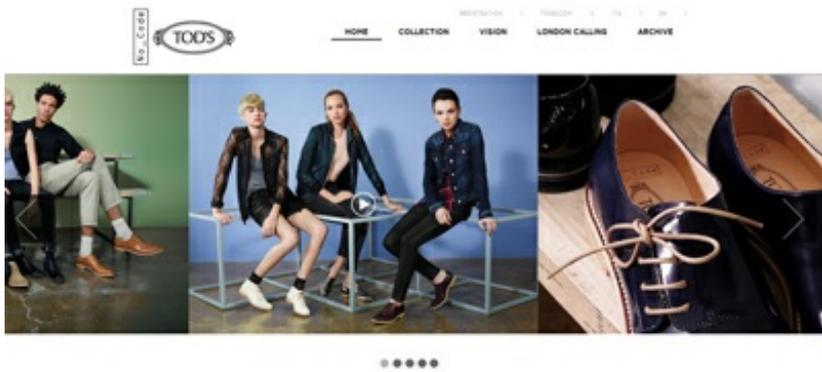
Spring/summer campaign

There are six shoe designs that comprise the spring/summer collection that are distinguished from other Tod's styles with the inserted white line of "micro" material in the sole, which makes them lightweight.

The shoes are made from leathers and suede and are available in seasonal colors.

The brand created a microsite to push the new collection and establish a permanent home for future Tod's No_Code campaigns. Consumers can reach the site through the Tod's No_Code section of the brand's ecommerce site.

In fact, Tod's is launching the collection only through online media this season.



Microsite

The microsite contains four sections – Collection, Vision, London Calling and Archive – where consumers can browse mood images, products, inspiration, behind-the-scenes content and past campaigns. Consumers can also click to purchase certain styles.

For example, the behind-the-scenes video of the campaign shoot is available on the site as well as through Tod's social media channels.

Embedded Video: <http://www.youtube.com/embed/pM5rsdC6cXQ>

Behind-the-scenes video

This season's campaign seems to represent the metropolitan nature of the collection. Mr. Hack oversaw the creative direction of the campaign with photographer Ben Toms and stylist Robbie Spencer.

"They are global nomads travelling time zones and cityscapes moving from airport lounge to studio, from bar lounge to meeting room," per Mr. Hack via the microsite. "They mix English eccentricity, a sense of humour about fashion that makes the collection come alive."

Tod's will update the microsite throughout the spring with digital content such as interviews and editorials with influencers and style bloggers.

Also new this season, consumers who register on the microsite will receive a free limited-edition interactive booklet by Mr. Hack. The mailer contains mobile touch points so that registrants can view additional campaign content on their mobile device with augmented reality and image-recognition technology Aurasma.

"Given that this is the first time Tod's has launched a campaign digitally, it demonstrates that they recognize the importance digital plays in the lives of their target consumer," said Tara Jepson, director of strategy at **Possible**, New York.

"Tod's has genuinely created a beautiful destination for the launch of their new collection," she said. "It successfully moves seamlessly between mobile and Web and does a great job of creating a content platform for Tod's to tell stories that they can't currently do on their ecommerce site.

"They have also done a fairly seamless job of linking from their ecommerce to the

microsite. Many brands don't have the agility to create this experience."

In a year's time

Tod's established the Tod's No_Code capsule collection last spring and has pushed it via digital and print marketing to target young consumers.

This past fall, Tod's showcased the collection using channels such as print and social media. The campaign was an evolution of the Tod's lifestyle in that it was more contemporary and artistic, per the brand.

In addition to the print campaign, Tod's created a dedicated Tumblr page where consumers could access behind-the-scenes content, inspiration and an exclusive playlist ([see story](#)).

Tod's established a microsite for the spring campaign as well as future Tod's No_Code efforts, but microsities can be tricky for luxury marketers, per Ms. Jepson.

Microsites can keep outdated content live that is no longer relevant to consumers. However, Tod's will likely avoid this by regularly refreshing the content.

"It will be essential that they keep this content up to date and continue to use it as a platform to further connect their consumers with the brand and the story the brand is telling," Ms. Jepson said.

Also, Tod's likely chose a microsite over Tumblr this season to gain more control over the digital experience, per Carrot Creative's Ms. Rue.

"Too often brands are looking to make campaigns social just for the sake of social," Ms. Rue said. "Tod's wants more control over the experience and a microsite is an effective way to achieve this.

"The microsite can serve as the hub for all of this content and provides an immersive brand experience," she said. "As Tod's continues to evolve this campaign, the expectation of fresh and original content will keep visitors coming back for more of the story."

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

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