

INTERNET

Burberry engages consumers in branded peer-to-peer communication via Google

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By ERIN SHEA

British fashion house Burberry is engaging consumers in branded peer-to-peer communications through a partnership with Google where users can send loves notes around the world.

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The label created a microsite for the Burberry Kisses campaign that lets consumers send and view notes that have been sent. Burberry is likely trying to convert its followers' closest companions to brand enthusiasts.

"This partnership adds value to both Google and Burberry," said Brittany Mills, vice president of client solutions at [B Culture Media](#), Atlanta.

"Google is able to show that they are staying on the cutting edge of communication because they are partnering with a company such as Burberry to enhance customer engagement," she said. "Burberry is also able to attract a new audience by partnering with Google.

"A current customer will be more likely to send this type of message to a non-Burberry customer because it is personal and not highlighting the product."

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

Burberry declined to comment directly.

Blow a kiss

Burberry introduced Burberry Kisses through its social media platforms.

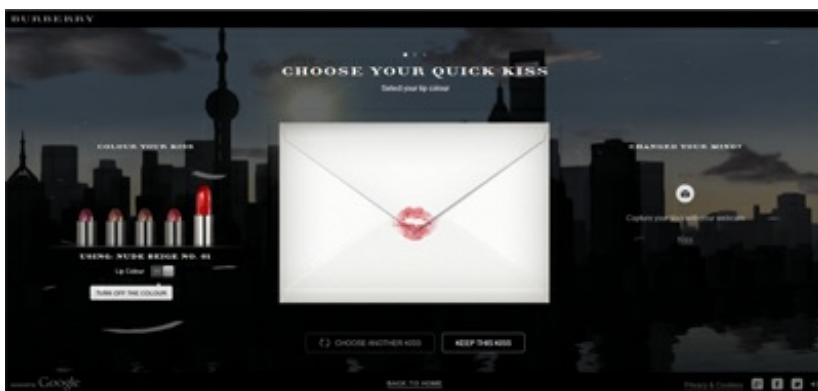
The brand also posted a video that gives an overview of the campaign and how it works.

Introducing Burberry Kisses

The microsite can be viewed only by mobile users and Google Chrome users at <http://kisses.burberry.com>.

To send a kiss, consumers can go to the microsite and click on “Capture your kiss,” which initiates the camera device on a phone or PC to capture the kiss through video technology.

Once the kiss is captured, consumers can choose the lip color they would like to use.



Kiss color selector

Next, consumers fill out the recipient information by typing in the receiver's email address and location or by using their Google+ profile.



Kiss message

Once consumers send their kiss, they are taken through a quick video journey of the envelope as it travels throughout the city and onward to the recipient. The site will notify senders once their kiss has been opened.

Senders are able to share their kiss through Facebook, Twitter and Google+ as well.

Furthermore, the microsite allows consumers to explore a world map that shows the kisses that are currently being sent and those that have already been sent to show the global scale of this campaign.



World of Burberry Kisses

Love letters

Other luxury marketers have engaged their fans in peer-to-peer communication in attempts to grow their brand's fanbase.

For instance, Richemont-owned Piaget teased its Rose Collection by launching the first annual "Piaget Rose Day" and a Facebook application.

The Swiss watchmaker and jeweler celebrated the collection by hosting a contest for its Facebook fans to win a trip to its headquarters. Piaget was likely aiming to create additional buzz around the collection before its debut ([see story](#)).

Also, French fashion house Chloé brought its 60th anniversary digital experience to a close by offering an exclusive musical track and encouraging email shares so that consumers could spread bespoke brand messages among their friends.

"The Alphabet" campaign took each letter and matched it with a part of the brand story. After the campaign ended, consumers were able to produce a friend's name using the

60th anniversary images of letters and send an email, which enabled Chloé to reach more consumers organically through peer-to-peer connections ([see story](#)).

Peer-to-peer communication-based campaigns can give brands more clout than just simply promoting products over social media.

"A campaign such as Burberry's is able to engage a consumer because the action is something that can be of personal benefit to the consumer," Ms. Mills said.

"Something that is very different than asking someone to share your latest product," she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/Lp-w6ZtWAuE>

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