

INTERNET

## Burberry uses minimalist approach to promote new fragrance

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By JEN KING

British fashion house Burberry is generating hype prior to the release of its latest fragrance through a social media approach that has a minimalist feel.

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Burberry is using a social video, visual content, social media and its user database to support its new fragrance that launches in September. Flaunting a new product before the launch allows a brand to build-up anticipation among brand enthusiasts.

"The most successful cryptic or 'secret' marketing efforts work where there's already interest and mystique around a brand, said Cory Pierce, planning director for global creative agency at [ATTIK](#), San Francisco.

"Burberry has the opportunity to play with audience preconceptions and create intrigue about a new direction," he said.

"Burberry's Brit Rhythm appears to be dedicated to furthering Burberry's revitalization: it's not just the classic (read: old) trench coat with hallmark plaid lining."

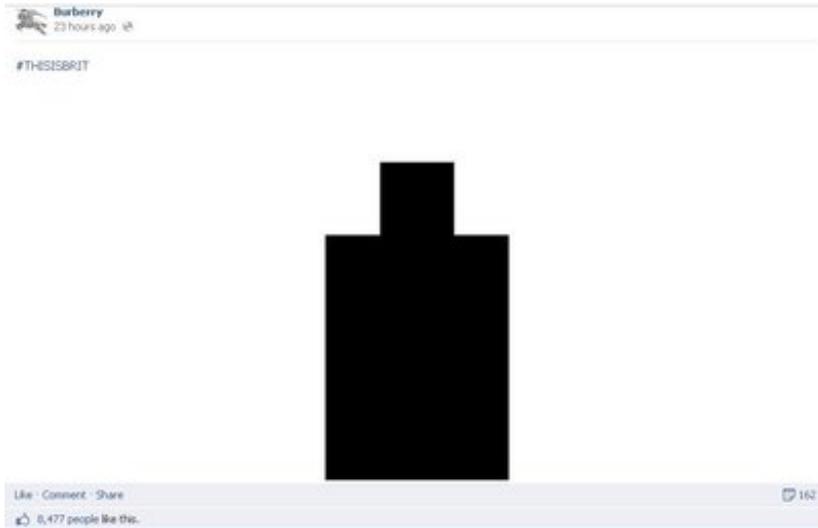
Mr. Pierce is not affiliated with Burberry, but agreed to comment as an industry expert.

[Burberry](#) declined to comment directly.

## Backstage pass

Burberry is using its Facebook and Twitter to promote its newest men's fragrance, Brit Rhythm.

The men's fragrance will be available to purchase on Sept. 3.

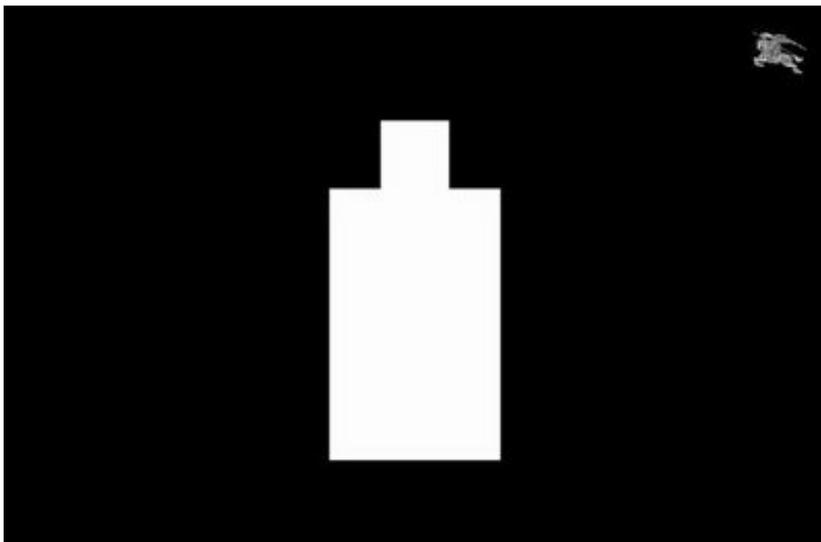


### *Burberry's Facebook*

The brand is using limited imagery to debut the ad campaign thus leaving the consumer to wonder what the brand may have in store.

Burberry posted a 16-second video on its social media pages that begins with a fragrance bottle's white silhouette against an all black background.

The bottle's outline flashes from a black silhouette against a white background and back again as if its in front of a strobe light.



### *Video still*

A man is seen spraying his chest with a similarly-shaped fragrance bottle while the next scene shows him dressed as he enters a crowded room.

As people approach the man, the viewer becomes aware that the man is a musician as he is escorted through the crowd and photographed by paparazzi.



### *Video still*

The final scene shows the man walking down a hallway toward a bright light that seems to lead to a stage.

The flashing bottles return as the video ends with Burberry's hashtag promoting the fragrance #THISISBRIT appearing on the screen.

Embedded Video: [//www.youtube.com/embed/9p5OIWGby40](http://www.youtube.com/embed/9p5OIWGby40)

### *#THISISBRIT*

Burberry is using the bottle silhouette imagery throughout its social media platforms and its Web site.



### *Burberry's Twitter*

The minimal imagery in the ads leaves the consumer to contemplate the bottle's design

and scent profile of Brit Rhythm, as Burberry does not include any product information in its ads.

Also, Burberry has dedicated a section of its fragrance Web site solely to Brit Rhythm.

Similar to the video and imagery on its social media, the Web site features the bottle's silhouette.

As consumers move their cursor over the bottle it changes from black-on-white to white-on-black.

Playing off the fragrances' name and tagline "the connection of sound and scent" as well as the video depicting a musician entering a concert venue Burberry invites consumers to "come back to join the guest list."

Upon return, likely on the launch date, consumers will receive a sample of Brit Rhythm if they provided their contact information.



### *Burberry Web site*

#### Heighten senses

Displaying the essence of a fragrance through social media has its challenges.

Other fragrance marketers have created interactive content to accompany the launch of fragrance may help to convey its elements before a consumer samples it in a store.

For example, Italian menswear label Ermenegildo Zegna is pushing its Essenze fragrance collection through a video, social media and its Web site to digitally convey each fragrances' aroma.

The Essenze page on Zegna's Web site gives information about the creation and the ingredients used to describe the scents. Although marketing scents online can seem difficult, brands should look to express emotions through digital campaigns when pushing fragrances ([see story](#)).

In addition, Marc Jacobs Intl. increased exposure for its fragrance collections by launching a specialized Web site that raises brand awareness and educates consumers on products.

Marc Jacobs's recently launched Web site will mainly generate more exposure for the

brand's latest fragrance, Honey. By creating a focused Web site, brand enthusiasts can easily explore the brand's fragrance collection and view content not found on third-party retailer's Web sites ([see story](#)).

Titling a video simply with a hashtag is a way for brands to kick-start a conversation.

"Using a hashtag is an attempt to encourage people to have an organized conversation in social media about your product or brand, said Brady Ambler, strategist for global creative agency at [ATTIK](#), San Francisco.

"Providing a hashtag is the only the start, he said.

"What's more important is giving people something to talk about."

Final Take

*Jen King, editorial assistant on [Luxury Daily](#), New York*

Embedded Video: [//www.youtube.com/embed/Zw6Fv24vo8I](https://www.youtube.com/embed/Zw6Fv24vo8I)

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