

INTERNET

Longchamp pushes fall collection through online game, social countdown

September 11, 2013



By ERIN SHEA

French leather goods maker Longchamp is pushing its fall 2013 collection through a social media countdown that led up to the release of a branded video and online game.

[Sign up now](#)

Luxury Daily

In the “Bigger than Life” campaign, model Coco Rocha is a giant walking through the streets of New York with her Longchamp bag before busting out in dance similar to the brand’s other campaign videos. Through the teaser event, the video and the game, Longchamp will likely engage with its dedicated fans.

“It can be challenging for a brand’s ad campaign to shine during this time of year, as the fashion and beauty space is crowded with fall offerings and glossy, glamorous ads,” said Rachel Lewis, senior strategist at [iProspect](#), Fort Worth, TX.

“By creating an event around the launch, it creates a unique opportunity for the video to stand out,” she said.

“Furthermore, Longchamp teased the release in advance, to create buzz and encourage participation among its Facebook following.”

Mr. Lewis is not affiliated with Longchamp, but agreed to comment as an industry expert.

Longchamp did not respond by press deadline.

Bigger than life

Longchamp created a Facebook event along with daily posts and a teaser video to make sure the “Bigger than Life” campaign stayed at the top of fan’s social media feeds.

The posts contain images of New York with large shoes and handbags placed in the middle of the city. Each image also contains a short phrase such as “I’m on my way, see you soon!” and “The sun never sets on my city.”

The posts also included a link that took consumers to a Facebook app to encourage them to RSVP for the Facebook event or invite a friend ([see story](#)).

The brand released the full video Sept. 10 through the Facebook event and its Facebook page.



Facebook post

A click through on the link in the post, takes users to a Facebook app for the campaign where they can watch the campaign video and then “The making of” video.

In the 87-second video, a giant-size Ms. Rocha walks through the streets of New York while carrying her Longchamp bag.

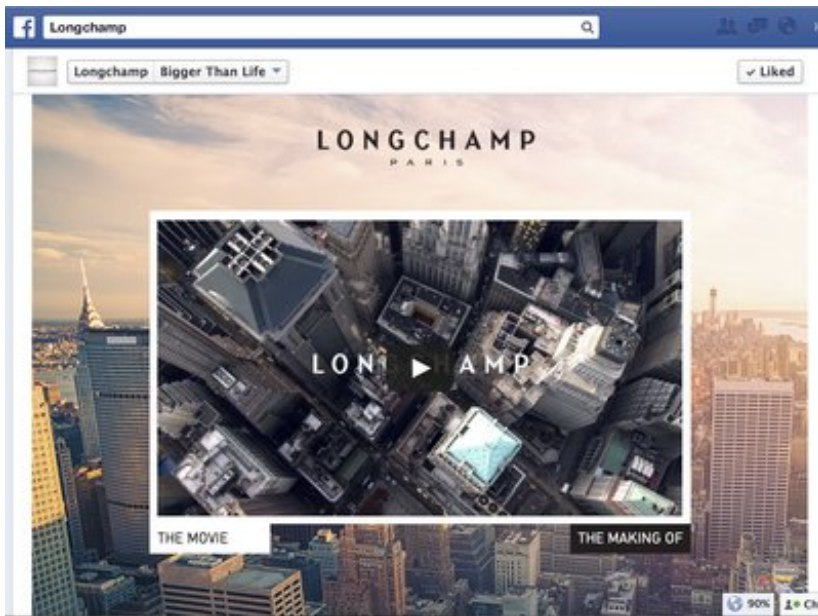
On her way to her destination, she stops to get coffee and waves to others in the city as she comes across a man dancing in the streets. After exchanging a few glances, she begins to dance in choreographed moves with him.

They both dance down the streets of the city and finally Ms. Rocha takes a seat on one of the buildings. The man waves to her and she smiles back as the Longchamp logo appears on the screen and the video ends.

Embedded Video: [//www.youtube.com/embed/ybJ9_GZZ7Wc](http://www.youtube.com/embed/ybJ9_GZZ7Wc)

Bigger Than Life

In addition to the video, the app and Longchamp’s Website also give consumers a link to play a game through the site for the chance to win a Quadribag. Consumers have to view the full video first before they can begin the game.



Facebook app

The game asks consumers to first choose a city for the backdrop of the game and then gives a quick list of instructions.

Players must run and jump through the city to catch as many men in the giant handbag as possible before the time runs out.



Game

After the game is over, players can add their name to the high-score list to enter to win a handbag. Players can also share their score through social media and email to get additional chances to win.

In the groove

Longchamp has previously used fun, whimsical videos to promote new collections.

For instance, the brand beat the winter blues by flaunting its spring collection in an upbeat video campaign and out-of-home advertising.

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 Ms. Rocha walking through airport security and busting out dancing with her Longchamp bag ([see story](#)).

With the new Bigger than Life video and campaign, the brand is keeping that same energetic feeling in the promotions and is using the same model.

“Longchamp’s new video is designed create a distinctive feel for the brand through both its content and channel of choice,” Ms. Lewis said.

“Featuring a well-known, ‘bigger-than-life’ model dancing her way though New York clearly appeals to the viewer’s desire to stand out in the crowd,” she said. “And by featuring the launch as an event on Facebook, the brand stands out to loyalists in a high interest, but highly competitive ad space.

“This common theme is a solid strategy for the brand to highlight its new fall product and engage followers.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/cVj6g2AKDao](https://www.youtube.com/embed/cVj6g2AKDao)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.