

INTERNET

## Burberry sparks gift-giving through holiday video

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By JEN KING

Britain's Burberry is promoting various seasonal products in a social video geared toward affluent holiday shoppers in the weeks before the shopping season officially commences.

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**Luxury Daily**

Burberry's "With Love" campaign is a continuation and conclusion of its prior efforts for autumn/winter 2013 that also celebrates love, "I ♥ Classics" and "Trench Kisses." The last element of the overarching campaign plays off the idea of gift giving to pique the interest of consumers looking for holiday gift ideas.

"Some people think Burberry is a 'raincoat' company," said Al Ries, founder and chairman of **Ries & Ries**, a Roswell, GA-based marketing strategy consultancy.

"So showing a wide range of products helps to communicate the broad line the company markets."

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

**Burberry** was unable to comment directly.

Season of giving

The With Love campaign video begins with a close-up shot of gifts in cream-colored

boxes embossed with Burberry's logo in silver and tied with Champagne-colored satin ribbon. Shimmers of glitter appear as the camera zooms away from the gift boxes to reveal the bay of a delivery truck packed with boxes of all sizes.



*Inside the Burberry delivery truck, video still*

Burberry's 99-second video continues to show the truck's wheels with snow in its treads before transitioning to a shot of a person clutching the brand's gift box. The person is dressed in shades similar to the package to show cohesion.

As the camera pans away from the package, a couple is shown walking arm-in-arm with a Burberry plaid umbrella blocking the snow as they walk, and the delivery truck can be seen in the foreground. The couple is wearing matching outfits that include a trench coat, gloves and plaid scarf.



*Video still*

In the following scene, children dressed in identical outfits to their adult counterparts are partaking in a snowball fight. Behind the children, the woman's umbrella from the previous scene floats away.



### *Video still*

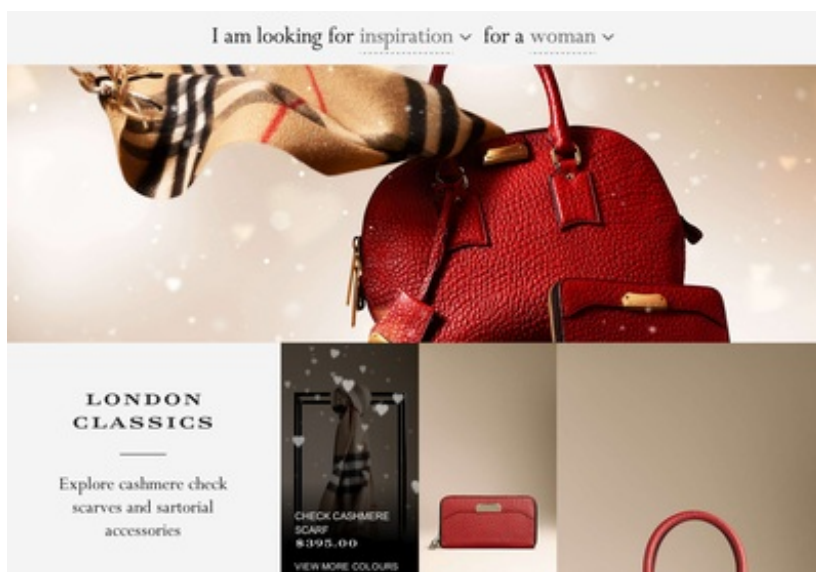
The camera recedes to show the viewer a snowy scene of a London street with the London Eye Ferris wheel and Big Ben clock tower in the distance. The umbrella floats away as the Burberry delivery truck drives down the center of the street.

### *Burberry With Love*

A visit to Burberry's Web site begins an automated version of the couple scene in With Love as they pass by the brand's London flagship. Below the image are prompts to explore gifts for women, men or children as well as a prompt to watch the campaign.

Additional campaign images are seen below in a linear, tile format. The tiles represent more specific product lines by Burberry such as trench coats, evening wear and fragrance.

A click-through on the main campaign image brings consumers to a Festive Gifts generator to help narrow down the search for a gift. The consumer can select from a range of gift types such as little gifts, the ultimate gift and inspiration and who the gift is for.



### *Festive Gift generator*

Once the fields are entered, gifts from the current collections appear, including apparel

and accessories, heritage gifts and personal care. When the cursor is hovered over a product, heart-shaped snowflakes begin to fall.

#### Full circle

Burberry has created a series of campaigns that lend support to the one prior.

For example, as the seasons slowly began to change, Burberry pushed its autumn/winter 2013 campaign through images and a video that featured celebrity couple Sienna Miller and Tom Sturridge.

The brand presented the new campaign images and the video titled “Trench Kisses” through its social media platforms to reach its followers. Although celebrities can help campaigns gain exposure, brands should be careful when picking a celebrity to make sure the brand’s reputation is not tarnished ([see story](#)).

Next, the British fashion house promoted its iconic trench coats and other waterproof products through a weather-themed email campaign to get consumers out of the summer mindset.

The label sent out an email with the subject “Let it rain,” which set the tone for the number of weather-protection apparel in the body of the email. Although email could be considered outdated with the influx of new media, email can be an important medium for delivering strongly branded messages to fans ([see story](#)).

Tapping consumer emotions is likely to increase interest in a campaign.

"There are a lot of people who love hearing sentimental 'Christmas-type' music during the holiday," Mr. Ries said. "They might particularly like the Burberry video."

#### Final take

*Jen King, editorial assistant on Luxury Daily, New York*

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