

INTERNET

## Burberry reinvigorates microsite for the holidays to expand reach

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By SARAH JONES

British fashion brand Burberry is reigniting consumer interest in its Burberry Kisses microsite by injecting holiday themes into the marketing efforts, rebranding the campaign for a new season.

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**Luxury Daily**

Through the interactive microsite, visitors can not only send a photo of their own kiss, but also see where other people are sending kisses around the world in real time. By adding seasonal elements into a campaign, marketers can renew attention and gain fresh impressions.

"The holiday season is probably the most romantic time of year and the sweet, whimsical nature of the micro-site makes the timing of the relaunch perfect for this time of year, when people are feeling the most sentimental," said Christine Kirk, CEO of [Social Muse Communications](#), Los Angeles.

"This is the time of year where people express their gratitude and love for each other, so why not seal it with a Burberry Kiss?" she said.

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

[Burberry](#) did not respond by press deadline.

## Love story

Burberry's current campaign plays off the theme of love. In honor of that, it has been featuring real-life celebrity couple Sienna Miller and Tom Sturridge canoodling in its campaigns this holiday season.

The first video, Trench Kisses, showed the duo primping to go out. Once dressed, the couple embraces in a series of shots that show them in different outfits. At the end of the video, they are kissing ([see story](#)).

Another video released in the fall had a gifting angle for the holiday shopping season. The video showed vignettes such as Burberry packages in a delivery truck, a person clutching a Burberry gift box and a couple walking under a Burberry umbrella in the snow, carrying bags and boxes ([see story](#)).

The newest video in the campaign begins with Ms. Miller and Mr. Sturridge, who are now prepping for what appears to be a holiday party in black and white.

The film changes to color, and we see Mr. Sturridge trying to balance a stack of gift boxes as Ms. Miller hugs and kisses him, a gift box in her hand.

### *Prorsum Eveningwear video featuring Sienna Miller and Tom Sturridge*

Burberry has tied this video to the holiday push for its Burberry Kisses microsite, which uses Google technology. In addition to being in for Facebook posts promoting Burberry Kisses campaign, the video plays automatically when a user visits the microsite.

When the webpage loads, there is now an animation of snowy London with hearts and envelopes creating the snow.



## *Burberry Kisses microsite*

Users can either choose to create a kiss or explore the world of kisses.

If a user chooses to send their own kiss, the Web site will ask them to pucker up for their Web cam. A live video from the Web cam pops up, with a box giving the user a guide of where to place their lips in the screen.

The user decides when to take their photo by pressing a button below the Web cam feed. Once an image is captured, the Web site takes the image and turns it into lip marks on an envelope.



## *Burberry Kisses microsite*

Users are then given the opportunity to choose a lip color from five different lipstick options.

If a user doesn't have a Web cam or does not want to take a photo, they can send a "quick kiss." They can then choose from a number of premade kiss images then customize it with the same options.

Once a user has configured their kiss to their liking, they can choose to send it via Google+, Twitter or email. On the send screen, Burberry has included an option to sign up for Burberry updates, allowing them to reach those visitors who are not following Burberry already.

For the holidays, the email message prompt says, "Add your festive message."

"The world of kisses" shows a map of the world. Users can choose to see live kisses, which play animations of envelopes soaring into the air and falling back down where they were sent. By hovering the mouse over the point on the map, the name and location for both the sender and receiver are revealed.



*Burberry Kisses microsite*

All kisses shows a nighttime map with light points where all kisses have been sent so far.



*Burberry Kisses microsite*

When the microsite first launched in the summer, Burberry Tweeted details to its own followers. This time around, Burberry used a promoted Tweet to publicize its microsite. By doing this, Burberry is reaching not only its followers, but other Twitter users.



**Burberry** @Burberry

6h

Tweet your @Burberry kisses this festive season  
kisses.burberry.com

Promoted by Burberry

Hide summary

Reply Retweet Favorite More

Burberry



**Burberry Kisses**

Send a festive greeting around the world and seal it with your kiss

[View on kisses.burberry.com](http://kisses.burberry.com)

*A Tweet from Burberry about the Kisses microsite*

Google plus

Google allows luxury brands to give consumers a more immersive experience.

For instance, France's Guerlain invited consumers to virtually step inside its newly renovated Parisian flagship boutique with a guided tour on Google+ Hangout on Air Nov. 22.

The space, located at 68 Champs-Élysées, will open its doors on Nov. 23 for the first time since its renovation, making the boutique the largest beauty store in the world. Guerlain's unusual decision to introduce its new store via Google+ is likely to attract worldwide consumers and display the minds at work behind the brand ([see story](#)).

Also, Italian fashion house Gucci took consumers inside its men's flagship store in Milan through an interactive view on Google Maps.

Through Google Business Photos the label is able to give a 360-degree view of the inside of the store through the Google Maps feature. Since the store opened in June, Gucci is likely trying to increase awareness of the location and encourage consumers to stop in ([see story](#)).

Burberry's use of Google maps technology makes digital love notes seem more personal,

and as the holiday season approaches, Burberry will likely see a renewed interest in its microsite.

"From people's comments on Facebook and tweets, it seems that people find sending a Burberry Kiss an 'adorable,' 'unique,' and 'fun' way to express their love (at least digitally) this holiday season, so Burberry should see a positive response," said Ms. Kirk.

"Technology and luxury enthusiasts alike will find the Burberry Kiss micro-site a sweet and lighthearted way to express their love this holiday season," she said.

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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