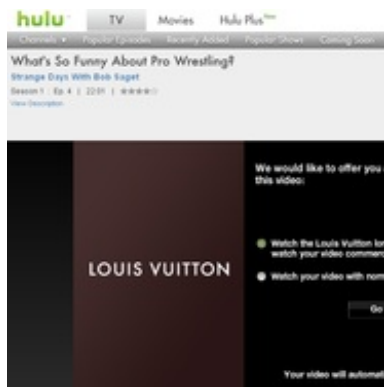


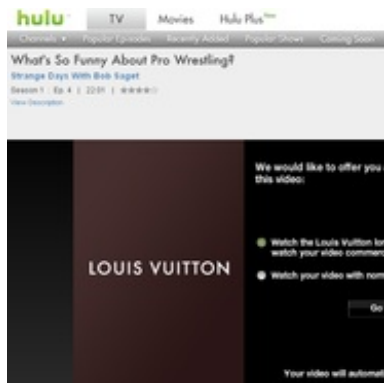
INTERNET

## Louis Vuitton plays back Journeys campaign with Hulu video ad

December 15, 2010



By PETER FINOCCHIARO



French fashion house Louis Vuitton is engaging consumers and

driving traffic to its Web site with a vivid and cinematic video advertisement that the brand has placed before certain television programming on the video-streaming site Hulu.

The video, titled "Journeys Core Values" was directed by acclaimed director Wong Kar Wai and features sumptuous imagery and subtle Louis Vuitton branding. Consumers can click through from the ad to Louis Vuitton's Web site.

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"People are more inclined to watch a video than read content, regardless of demographic," said Jim Gillon, director of business development at Overlay.TV, Ottawa. "Everyone enjoys video, [because] it's more engaging, whether it's a quick 15-second

video segment or something more like an episode.

“Of people that watch retailer or brand videos from a company – if that video is clickable and can drive traffic back to site, we’ve seen 35-40 percent click-through rates,” he said. “I’m not suggesting that Louis Vuitton is necessarily going to, but that’s what we’ve seen with our retailers.

“In general, video is great at building brand awareness and doing all those great things merchandisers and marketers want you to do to build a brand.”

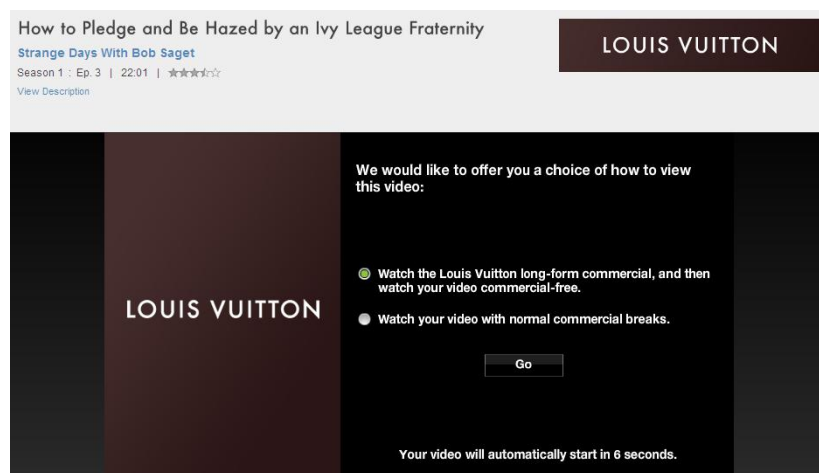
**Overlay** is a technology company that helps brands and retailers monetize their video content. The company is not affiliated with Louis Vuitton. Mr. Gillon agreed to comment as a third-party expert.

**Louis Vuitton** was the runner-up for 2010 Luxury Marketer of the Year (**see story**).

**Hulu** is a free online video service that streams TV content from NBC, Fox, ABC and other networks and monetizes content using an ad-supported model.

Take a journey before your show

Hulu visitors viewing a number of different TV programs such as A&E’s “Strange Days with Bob Saget” are presented the option of watching one long-form ad from Louis Vuitton before the show begins streaming.



*Hulu asks consumers whether they want to watch the long-form Louis Vuitton ad*

Users who choose to watch the video will then see the Core Values video, while those who opt-out will view ads from other advertisers such as Pepsi, Toyota and Bing.

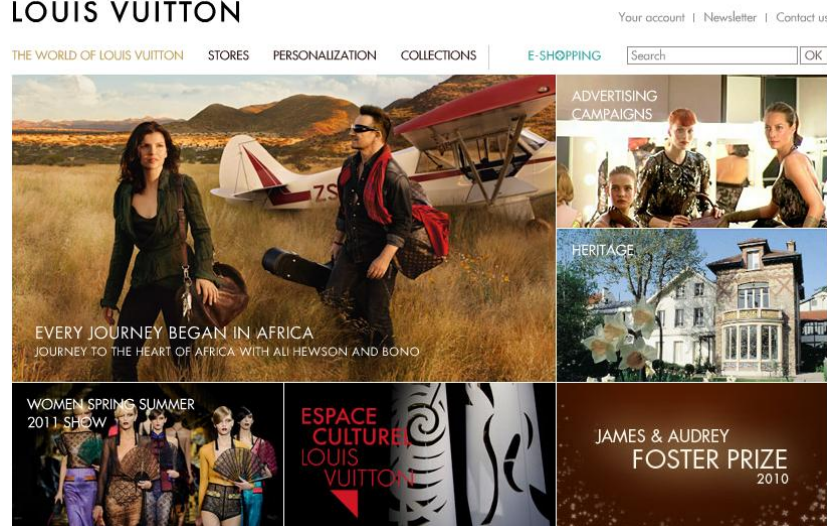
The video shows several vignettes of individuals staring longingly, vacantly or inquisitively in scenes as far-reaching as mist-filled mountain ravines and nebulous cityscapes, intercut with bits of text that muse on the conceptual meaning and purpose of journeys.

### *Louis Vuitton's Journeys Core Values video*

Consumers can click through from either the video or a banner ad sitting above the right side of the media player to load the “World of Louis Vuitton” section of the brand’s Web site.

The page features information on many of Louis Vuitton’s other branding efforts, including related Core Values campaigns such as the company’s partnership with rock star Bono ([see story](#)).

#### LOUIS VUITTON



### *"World of Louis Vuitton" section of brand's Web site*

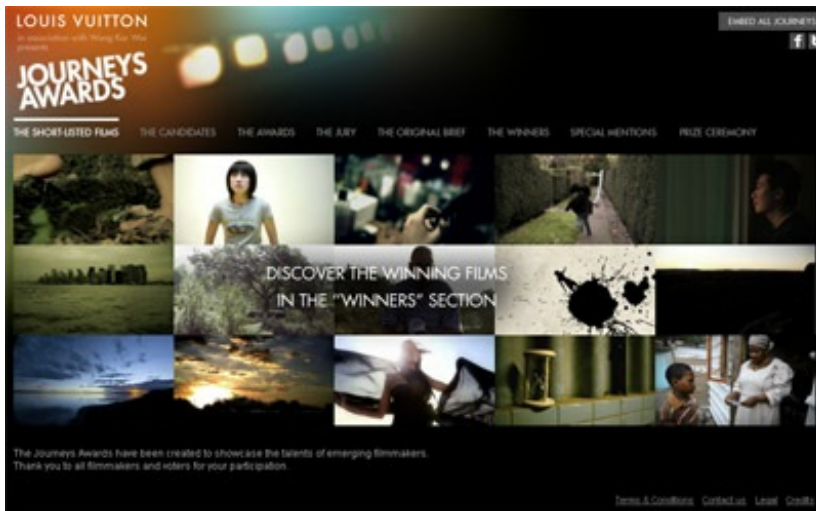
Other initiatives from the Core Values campaign include a World Cup-themed ad showing interviews with soccer legends Pele, Zenidine Zidane and Diego Maradona, and a promotion featuring former astronauts Buzz Aldrin, Sally Wright and Jim Lovell that commemorated the 40th anniversary of the 1969 moon landing.

The Journeys Core Values video began as part of a Louis Vuitton initiative called the Journeys Awards, announced in 2009 and handed out earlier this year.

The fashion brand teamed with Mr. Wong for the contest, which encouraged up-and-coming filmmakers to submit short videos explaining what the concept of a journey meant to them.

Applicants were instructed to integrate a script and specific guidelines, which Mr. Wong demonstrated in the Journeys Core Values video.

More than 200 people submitted films, from which 15 were shortlisted and two awarded the top prizes, the Jury Award and the People's Choice Award, voted for by viewers online.



### *Journeys Awards Web site*

More information on the awards can be found at <http://www.journeysawards.com>.

Louis Vuitton was not available for comment by press deadline.

### *Hulu booming*

Hulu does not disclose the financial terms of contracts with advertisers, but its rates are dictated on a click-per-thousand (CPM) basis. Hulu would not specify the details of Louis Vuitton's ad buy.

The company claims that its user experience facilitates better advertising effectiveness, in part because it carries only 25 percent of the traditional ad load of network TV. The result is less clutter and a more focused advertising platform.

A **comScore** study from June found that 24 million Hulu visitors were spending an average of 2.2 hours per month on the site. The site delivered 566 million video ads during that time period, more than any other site on the Internet.

While Hulu has proven itself to be an effective channel for video advertising, Mr. Gillon cautions that advertisers might want to watch out when determining the length of video ads they place there.

For example, the nearly two-minute length of the Journeys Core Values spot might be a little bit too long.

“We’ve found that about 70 to 75 percent of people who watch a video ad will end up

watching it in its entirety if it is less than one minute,” Mr. Gillon said. “If videos are any longer than that, the engagement drops off.

“If Louis Vuitton has a video that’s over a minute long, they’re going to have some drop-off in engagement,” he said. “Obviously, if someone is watching something on Hulu [in order to watch a show] they don’t have a choice.

“But after a minute, they are probably not paying much attention.”

Final Take

*Video produced for Journeys Awards with similar structure to Hulu ad*

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