

MOBILE

## Burberry affirms Instagram's sway via campaign announcement

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By JEN KING

British fashion house Burberry further asserted Instagram's importance for fashion brands by unveiling the faces of its upcoming fall fragrance campaign on the platform.

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**Luxury Daily**

The faces of the new fragrance's campaign are British models Kate Moss and Cara Delevingne. Although no details of the fragrance itself have been revealed besides it being an addition to Burberry's established women's perfume line, Ms. Moss' and Ms. Delevingne's celebrity status will propel and maintain interest in the campaign.

"I love seeing brands experiment with their social media channels and how best to bring attention to their message," said Jeff Cohen, director of social media at [MDG Advertising](#), Boca Raton, FL. "The art of executing a successful social media campaign comes down to knowing your audience and driving engagement.

"The announcement of the Cara and Kate fragrance campaign on Instagram was a hit," he said. "While Burberry's Instagram account has a fraction of the audience of its bigger Facebook and Twitter counterparts, the Instagram post received nearly 10 times the likes that the Facebook post received and over 100 times the Likes that it received on Twitter by way of retweets and favorites.

"It's also no secret that models are top stars on photo-centric platforms like Instagram. Cara Delevingne brings a whopping 4.5 million followers with her on Instagram."

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

**Burberry** did not respond by press deadline.

### Insta-glam

Within the first four hours of Burberry's announcement on Instagram, the image of Ms. Moss and Ms. Delevingne was liked approximately 35.2K times.

The image shows the models cheek-to-cheek and dressed in Burberry trench coats, coyly looking at the camera. The shared photo was taken by campaign photographer Mario Testino.

Burberry tagged Mr. Testino, but did not tag Ms. Delevingne's Instagram account. Ms. Delevingne as well as Mr. Testino shared the photo on their personal accounts while Ms. Moss, who does not have an account, was included via hashtag.



*Burberry post on Instagram, Cara Delevingne (right) and Kate Moss (left)*

The new fragrance will join Burberry's Brit, Brit Rhythm and Burberry Body scents. Even with the limited information, the behind-the-scenes photograph has already created buzz among Burberry enthusiasts and the fashion industry due to the celebrity status of Ms. Moss and Ms. Delevingne.

Both Ms. Moss and Ms. Delevingne have career experience with Burberry. Ms. Moss has been the face of numerous campaigns, in which she frequently wore Burberry trench coats while Ms. Delevingne is the current face of Burberry's Body Tender fragrance.

Beyond their work with Burberry, both models are frequently sought after by luxury fashion brands. For example, British fashion house Alexander McQueen created a surreal narrative film to accompany its spring 2014 print advertising campaign. The film featured Ms. Moss, a longtime collaborator of the house, in a futuristic world ([see story](#)).



*Kate Moss for Alexander McQueen, spring 2014 campaign*

Most recently, British apparel and accessories label Mulberry targeted younger consumers with a handbag collection designed by Ms. Delevingne ([see story](#)).



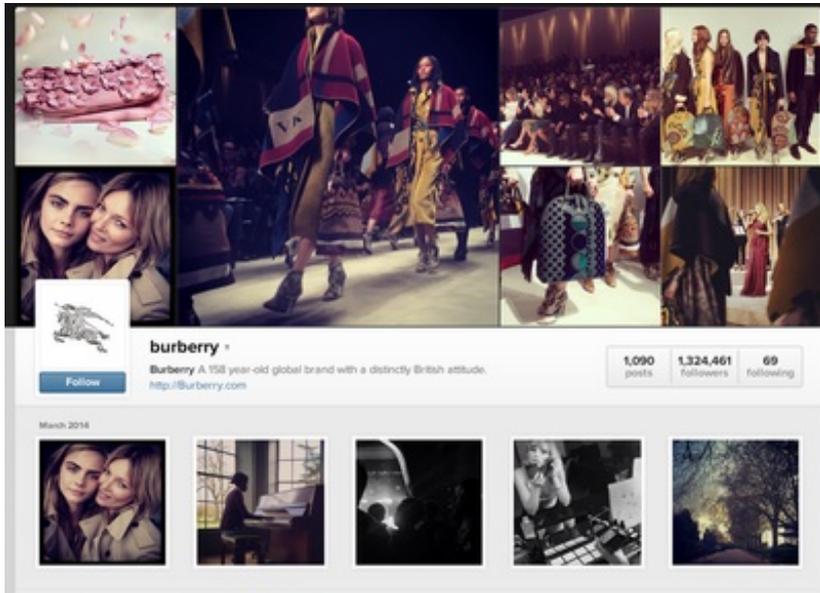
*Cara Delevingne for Mulberry, fall/winter 2013 campaign*

The Burberry campaign will mark the first time that Ms. Moss and Ms. Delevingne worked together.  
Next wave of social media

Burberry's use of Instagram supports L2 Think Tank's Instagram 2014 report that determined Instagram

is beginning to outstrip veteran platforms because of its proliferating and attractive user base, high engagement levels and ecommerce conducive format.

Visual commerce company Olapic collaborated on the report with insights, such as user-generated images presented on brand Web sites increase conversion by 5 to 7 percent and boost average order value by 2 percent. Luxury fashion brands such as Michael Kors, Burberry, Louis Vuitton and Marc Jacobs have emerged as dominant Instagram players, suggesting that Instagram is ideal for an “evolved form of window-shopping” ([see story](#)).



*Desktop version of Burberry's Instagram account*

For Burberry, the announcement acts as the first time the maison has used Instagram to unveil a forthcoming advertising campaign. Other brands have used the social platform to share exclusive content but have not relied on Instagram to break news stories.

For instance, U.S. label Oscar de la Renta got ahead of the competition by releasing its fall 2013 campaign on social-mobile platform Instagram instead of waiting to show it off in September magazines. The brand used its Instagram account to release exclusive content July 24 for followers to view before seeing it in the fall fashion magazines ([see story](#)).

Similarly, French atelier Givenchy created its first Instagram account with a single post showing two spring 2014 advertising campaign images to entice its fan base to begin following its photo diary. The photos feature singer Erykah Badu, birth name Erica Wright, the much talked about face of the brand's latest print ad campaign ([see story](#)).

Taking advantage

Burberry's Instagram news should come as no surprise since the brand has consistently seized emerging trends.

For example, Burberry partnered with Apple to showcase its upcoming spring/summer 2014 collections through images and video captured on the new iPhone 5S.

Leading up to Burberry's spring/summer show Sept. 16, the brand posted images and videos from the iSight camera on the iPhone 5S. Burberry likely saw an increased interest in its spring/summer show due to its partnership with Apple during the hype of a new iPhone release ([see story](#)).

Also, Burberry engaged consumers in branded peer-to-peer communications through a partnership with Google where users could send loves notes around the world. The label created a microsite for the Burberry Kisses campaign that let consumers send and view notes that have been sent ([see story](#)).

The simplest of posts can yield the largest results for luxury brands with a dedicated following.

"Sometimes less is more and this post proved it," Mr. Cohen said. "This single image launched a flurry of social media activity and attention. That translates into huge exposure for Burberry, and that's a check in the social media win column."

Final Take

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

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

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