

INTERNET

## Eres highlights collection video in email blast to set summer scene

April 1, 2014



By SARAH JONES

French swimwear brand Eres is getting a jump on swimsuit season with an email blast sent to subscribers.



Eres, owned by the Chanel Group, chose to focus on its campaign video within the email rather than products themselves. Through this approach, the brand was able to showcase its swimwear in an ideal tropical location to get consumers thinking of summer.

"I think showing a product in motion is always much better than just viewing standard product shots on a product detail page," said Brittany Mills, vice president of client solutions at [Nervewire Inc.](#), New York.

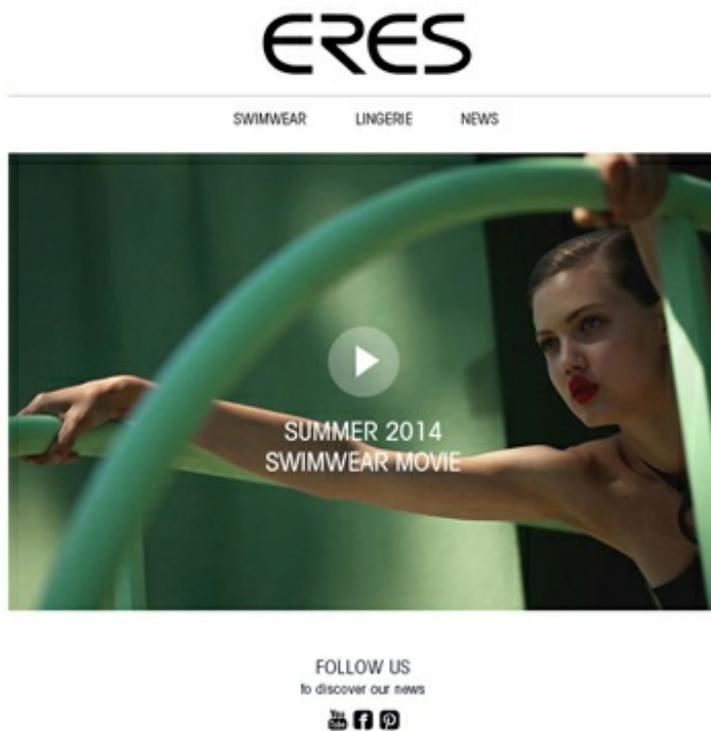
"Especially when it is a product like swimwear or fine jewelry where the consumer usually wants to try on the item before purchase," she said. "It helps create more of a demand by showing dynamic content."

Ms. Mills is not affiliated with Eres but agreed to comment as an industry expert.

[Eres](#) was unable to comment before press deadline.

Summer weather

Eres' email included the subject line "Eres summer 2014 swimwear movie." In the body of the email is the brand logo followed by categories to shop, including swimwear, lingerie and news.



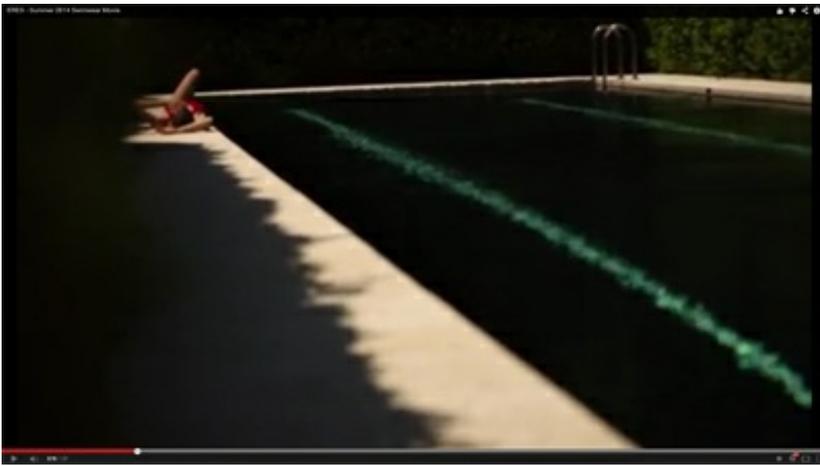
### *Email from Eres*

Clicking on one of those words takes consumers to that particular section of the Web site. For instance, swimwear will take consumers to the page where they can view current swim styles and buy them.

Below those links is a video still from the brand's swimwear movie featuring model Lindsey Wixson. At the bottom of the email are links to the brand's YouTube, Facebook and Pinterest accounts, with the call to action "follow us."

A click-through on the video image takes consumers to a page of the brand's ecommerce Web site, which houses both the swimwear and lingerie films for summer 2014.

The one and a half minute video begins with Ms. Wixson walking through trees in a red halter swimsuit, her back to the camera or her face out of frame. Her destination, a pool set within a wall of trees, is revealed and she is shown lounging on the side of the pool.



*Video still from Eres summer 2014 swimwear film*

Ms. Wixson is then wearing a white bathing suit, floating on her back through the same pool. Following that shot, she is shown in a different white bikini standing hidden behind a plant.

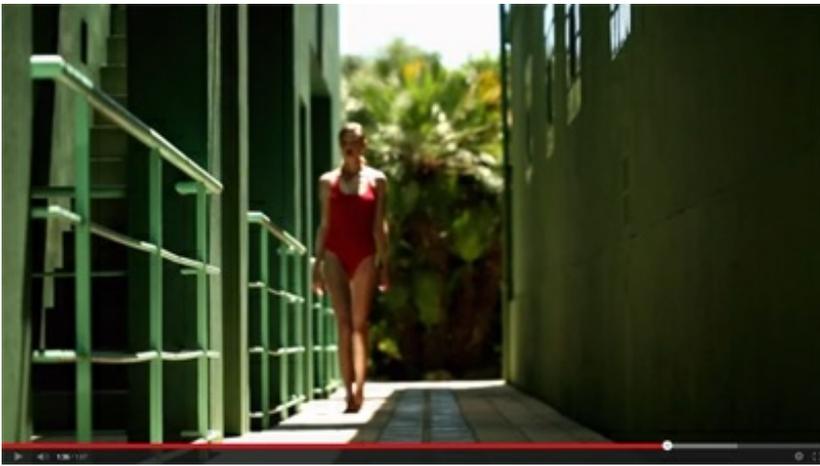
A sailboat glides by in the distance before the model is seen climbing a rocky coast line in a green suit. The camera then cuts to her swimming in the ocean, kicking up water with her feet.



*Video still from Eres summer 2014 swimwear film*

The next shots show her sitting on the rocks and hanging on a railing at the top of a building.

Coming full circle, one of the last looks she wears is a different red halter suit, as she walks through the trees again and through a building.



*Video still from Eres summer 2014 swimwear film*

The final shot is of the sparkling water of the ocean.

Since Eres is fairly new to YouTube, this email gives the brand the opportunity to get more eyes on its other content on the video site.

### *Eres - summer 2014 swimwear movie*

Eres' email does not include any direct calls to action to shop, and once on the video, consumers need to navigate the Web site to find the product pages for the items featured in the film.

Content ahead

Emails that show that there is content on the other end of a click-through are typically effective.

For instance, French outerwear label Moncler is educating consumers on the high-tech process behind its Longue Saison coats with a dedicated microsite.

To draw consumers to the microsite, Moncler sent an email blast to subscribers showing a video still of the coat featured to hint at the content on the click-through. Craftsmanship content often focuses on the artisan techniques employed by brands, but this innovation-themed video is appropriate for the performance wear featured by Moncler ([see story](#)).

Also, it's best to get ahead of a seasonal item, since it allows a brand to be first in

consumers' minds as they are shopping and researching.

For example, accessories label Jimmy Choo targeted soon-to-be brides in the early planning stages with an email blast to newsletter subscribers that focused on its new shoe and handbag offerings that are wedding-appropriate.

The email itself relied on product pictures to generate click-throughs and the landing page sent consumers directly to the product page to browse. By focusing on ecommerce rather than exploration, Jimmy Choo might have shortened the path to purchase and gotten brides to commit to a shoe early in wedding season ([see story](#)).

Eres' video acts as an entry point to purchase.

"A product video like this can teach a brand a lot about their consumers and what their intent to purchase," Ms. Mills said. "If your customer views the video and then clicks to the product detail page, their likelihood of purchasing is high.

"You can then target those customers with a different message to help close the purchase cycle."

Final Take

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

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.