

# BURBERRY

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W39-40 (22 Sep – 5 Oct 2014)



## TWO STEPS FOR A SUCCEEDED LAUNCH

In 2014, Burberry launched a brand new fragrance, *My Burberry*, a unique product for a specific and upscale target. In order to perform an original and worthy launch, Vizeum created a new playground around the brand, placing the product in a 2 phase campaign on the one hand to maximize the awareness at the launch and on the other hand to create a reminder and optimize conversion to sales during the Festive period.

## A DEMANDING TARGET GROUP

Vizeum was asked to target the women 25-45 from the Social groups 1-4 which includes approximately 10% of Belgian population. With such a specific and demanding target, Vizeum had to create an impactful campaign by selecting the adequate medias.



Our insights showed that women 25-45 were avid consumers of prestige Out of Home, Prints from specific magazines and Digital from a selection of websites. We also noticed that the target mostly shops in the main city centers (Antwerp and Brussels) and generally uses online shopping for convenience.

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## REACHING AN AUDIENCE ALWAYS IN A RUSH

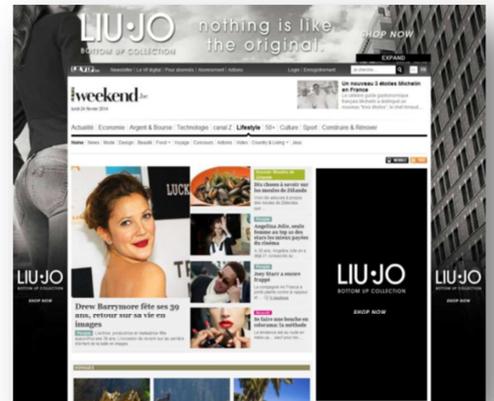
To launch My Burberry in Belgium, firstly we chose to maximize the brand's awareness at the launch by using high reach channels that deliver elevation and high impact. The team deployed solely OOH large formats and digitals to build national awareness and standout. We also chose to select specific prints in an upscale context and targeted an upmarket audience efficiently and innovatively. Finally, Vizeum developed a digital strategy in order to create visibility through high impact placements on selected websites generating a high visibility on tablets by using videos.

In the second phase, the group tried to create a reminder and optimize conversion to sales during the Festive period by targeting gifters in an upscale end of year context. For that, we used prints by generating visibility in a qualitative context to a selective target group as a reminder before the EOY period. We also used digital by increasing visibility of Burberry on selected websites. The purpose was to create a reminder before the gifting season in a relevant context.



The separate pillars of our strategy combined to drive hype and awareness around the launch of *My Burberry* and deliver a clear message to the target group, putting the fragrance firmly on their radar.

The campaign was a complete success. We manage to create a large impact thanks OOH which generated an unexpected buzz through social medias. Cara Delevingne, one of the models of the *My Burberry* ad, retweeted herself the picture of the giant banner in Brussels.



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