**Different channels used by Burberry to communicate it’s value**

Burberry’s promotion strategy revolves around conducting consistent promotional activities. It uses both traditional and modern methods to market its products and its name. Talking about its traditional marketing approach, it uses **advertisement commercials, print, and outdoor advertising.**

Burberry, being a global brand, has incorporated many different marketing strategies in order to reach its goal of getting customers to purchase its products. In **Burberry’s brand ambassadors strategy**, the company has signed young artists and sports celebrities at the country level. These influencers promote their products to the masses, and it has proven to be a successful move.

The celebrity team consists of Manchester United’s star forward Marcus Rashford, Korea’s Lucas Wong, and popular Chinese actress Zhou Dongyu.

Burberry’s growth strategy has always been rooted in the core of its culture, which is to continuously challenge itself and others. A key element of this strategy has been the ability to innovate – both on-premise innovations and on digital campaigns like the launch of mobile games. This concept was a part of Burberry’s digital marketing plan.

**Burberry’s trendsetting pop-up stores** are using a unique kiosk-like rollout to introduce their products to consumers in select locations. In Burberry’s case, the company takes an active part in creating new campaigns, both digital and offline, for its audience at the country level.

Burberry has a presence across 20 different social platforms and a combined following of more than 50 million. In 2016, Burberry launched a chatbot through **Facebook Messenger** as part of promo around its runway shows. Customers could use the chatbot to get updates and see behind-the-scenes content from the show.

As far back as 2009 Burberry was experimenting with **live-streaming its annual runway shows** in order to increase their global reach. Since 2016, Burberry has adopted a ‘see now, buy now’ format for its runway shows with some products available to buy immediately after the show.

It was the first luxury brand to experiment with personalized experiences on **Pinterest** and the first brand to use a **Snapchat Snapcode**.

A teenager might see Burberry’s content on **Instagram or Snapchat** and start to form an interest in the brand. If Burberry is able to cultivate this then when that teenager becomes an adult with money they may turn to Burberry.

The company has teamed up with **Entrupy, a tech-based authentication service**, to use image recognition to determine if a photo is of a genuine Burberry product. The image only needs to be of a tiny section, with the tech able to spot fakes with 98% accuracy through looking for inconsistencies in the texture and weave.

The chatbot strategy has now been extended to other messaging platforms such as **Line** and **Kakao**.

Other Burberry firsts include a dedicated **Apple Music channel**. The brand is also experimenting with enabling customers to buy through the **WeChat** social media service.

The final channel brought to effective action by Burberry is the **licensee distribution based in Japan**. The four-link chain consists of; flagship stores, Burberry blue and black stores, department store concessions and specialty fashion stores. Burberry is aiming towards overall omni-channel excellence as the next organizational objective. This will mean more focus on retaining loyal consumers and effectively marketing the product to a wider audience.

The **omnichannel strategy** aims for meeting customer needs at all touch points and providing the same features and interactions on whichever platform a customer chooses to engage with the brand. These touchpoints are:

- Offline stores

- Over telephone

- Websites

- Online marketplaces like Amazon

- Mobile applications

- SMS and push notifications

- Social media platforms

- Email marketing