



# DIGITAL ADVERTISING WEEK 6

BURBERRY BRIT RHYTHM ADVERTISING CAMPAIGN



# MULTI CHANNEL ADVERTISING

## WHAT IS MULTI CHANNEL ADVERTISING?

### DIFFERENT CHANNELS

Multi channel campaigns are used by most businesses. They have twitter, Facebook, a website and some print marketing channels.

### DIFFERENT TIMINGS

Communications across channels aren't necessarily synced in terms of timing, so they don't naturally reinforce an existing message or strategy

### DIFFERENT MESSAGES

However, in most cases, the customer still lacks a seamless experience and consistent messaging across each of these channels.

### DIFFERENT GRAPHICS

Multi channel campaigns are about the use of different channels for different messages and so don't necessarily have the same look and feel.



# OMNI CHANNEL ADVERTISING

## WHAT IS OMNI CHANNEL ADVERTISING?

### DIFFERENT CHANNELS

Omni-channel advertising is multichannel but it provides customers with an integrated experience of your campaign.

### COORDINATED TIMINGS

Timings and launches across different channels may be synced or staged deliberately to lead you from one medium to another or to reinforce messaging.

### COORDINATED MESSAGES

Customers interact with your campaign on a desktop, mobile, though a bill board, or in a shop & the experience is seamless.

### COORDINATED GRAPHICS

Look and feel may be mirrored or coordinated across channels to continue or enhance the campaign.



BRIT  
RHYTHM  
CAMPAIGN

---

---





# BRIT RHYTHM BACKGROUND INFO

## WHAT IS BRIT RHYTHM? WHAT IS THE MARKET POSITIONING?

### THE PRODUCT

Vibrant youth fragrance with an entry level price point aimed at younger Burberry audience, typically late teens and early twenties gig goers.

### MAIN COMPETITORS

Middle market, youth inspired fragrance such as Hugo Boss, Sauvage by Dior, Calvin Klein ect.

### THE FACES OF THE CAMPAIGN

The Brit Rhythm campaign features British musician George Barnett of These New Puritans and British actress Suki Waterhouse.

### LIVE MUSIC CONNECTION

Brit Rhythm brings this passion for music to Burberry's most significant men's fragrance launch to date.



# TARGET MARKET RESEARCH

**WHAT IS MY BURBERRY? WHAT IS THE MARKET POSITIONING?**

## MARKETING OBJECTIVES

Launch, reach and inspire to share.  
Create headlines in key markets identified as the UK, US and Asia where there are vibrant youth music scenes.

## KEY INSIGHT: REASON TO BUY

Lower price point = youth market out to purchase a fragrance for themselves. Image of fragrance connected to music rather than more traditional male stereotype.

## KEY SELLING POINTS

Key selling points to market: Mood = dark, moody but popular. Selling tools that will appeal: connected to live music, rock n roll attitude. Leather and ideal of the young couple.

## CUSTOMER BEHAVIOUR

Appealing to a market who like to share their experiences socially, so sharing digital captions but real experiences a key sales tool.



---

# THE CAMPAIGN IDEA

---



THE CAMPAIGN SLOGAN:  
#THISISBRIT

---

---



# BRIT RHYTHM CAMPAIGN

## THE CORE CAMPAIGN IDEA

### #THIS IS BRIT - DIGITALLY LEAD

#This is Brit speaks directly to the digitally driven campaign that takes the energy and adrenaline of live music to audiences globally. Social is a key campaign strategy.

### YOUTH CULTURE UGC

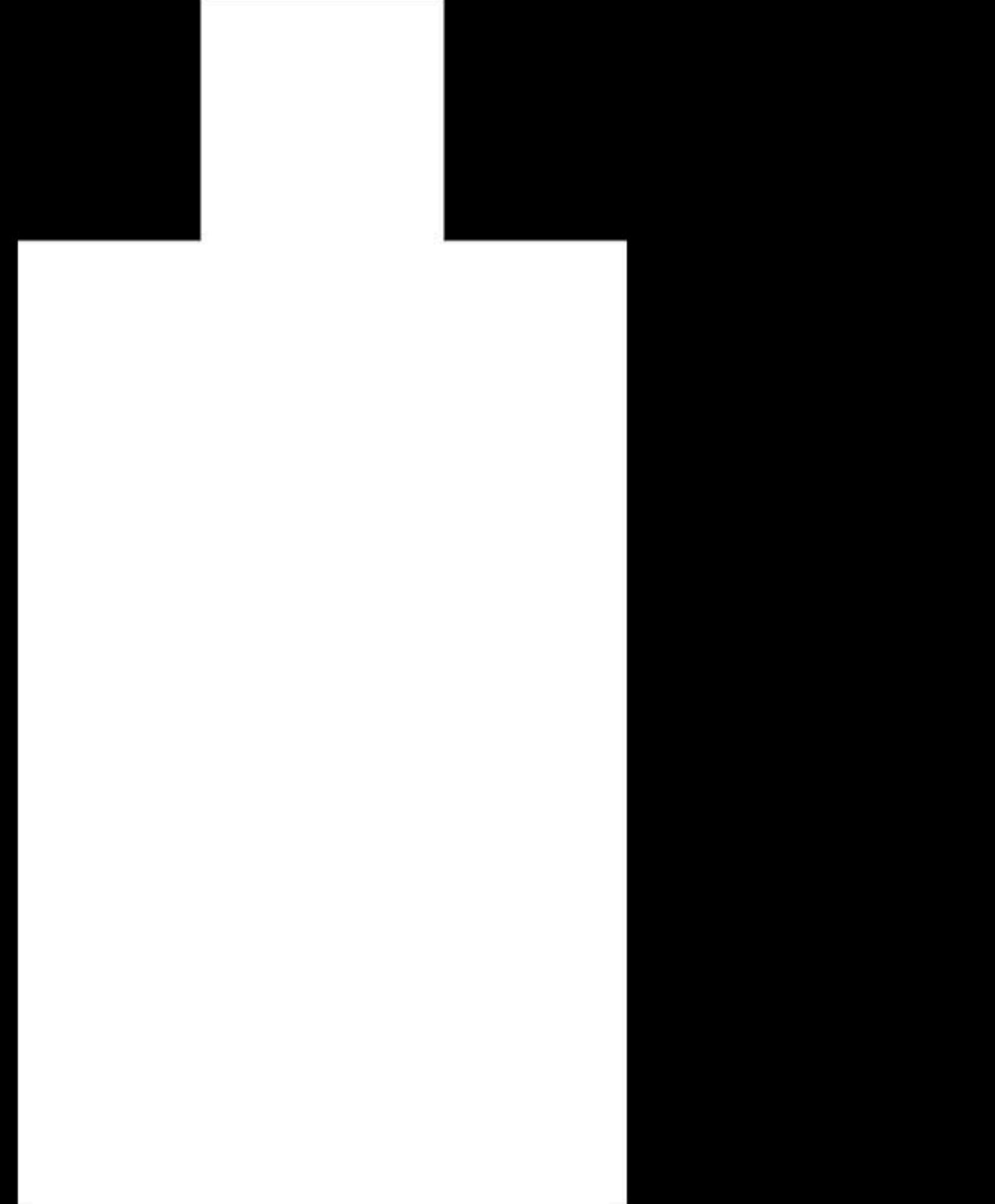
Brit Rhythm wants to reach out to youthful music goers and create a buzz around what they are doing by having them share content from their gigs.

### ICONISE THE BOTTLE

The bottle & it's shape will be one of the "hero" images of the campaign. A white silhouette/black background. To follow suit, the campaign video & stills will be black and white.

### LIVE MUSIC LINK

The thread of live music is sewn throughout the campaign from campaign star, to video campaign, from launch event to campaign launch.



# BRIT RHYTHM CAMPAIGN

## THE CORE CAMPAIGN IDEA

### #THIS IS BRIT - DIGITALLY LEAD

#This is Brit speaks directly to the digitally driven campaign that takes the energy and adrenaline of live music to audiences globally. Social is a key campaign strategy.

### YOUTH CULTURE UGC

Brit Rhythm wants to reach out to youthful music goers and create a buzz around what they are doing by having them share content from their gigs.

### ICONISE THE BOTTLE

The bottle & it's shape will be one of the "hero" images of the campaign. A white silhouette/black background. To follow suit, the campaign video & stills will be black and white.

### LIVE MUSIC LINK

The thread of live music is sewn throughout the campaign from campaign star, to video campaign, from launch event to campaign launch.



# BRIT RHYTHM CAMPAIGN

## THE CORE CAMPAIGN IDEA

### #THIS IS BRIT - DIGITALLY LEAD

#This is Brit speaks directly to the digitally driven campaign that takes the energy and adrenaline of live music to audiences globally. Social is a key campaign strategy.

### YOUTH CULTURE UGC

Brit Rhythm wants to reach out to youthful music goers and create a buzz around what they are doing by having them share content from their gigs.

### ICONISE THE BOTTLE

The bottle & it's shape will be one of the "hero" images of the campaign. A white silhouette/black background. To follow suit, the campaign video & stills will be black and white.

### LIVE MUSIC LINK

The thread of live music is sewn throughout the campaign from campaign star, to video campaign, from launch event to campaign launch.



# BRIT RHYTHM CAMPAIGN

## THE CORE CAMPAIGN IDEA

### #THIS IS BRIT - DIGITALLY LEAD

#This is Brit speaks directly to the digitally driven campaign that takes the energy and adrenaline of live music to audiences globally. Social is a key campaign strategy.

### YOUTH CULTURE UGC

Brit Rhythm wants to reach out to youthful music goers and create a buzz around what they are doing by having them share content from their gigs.

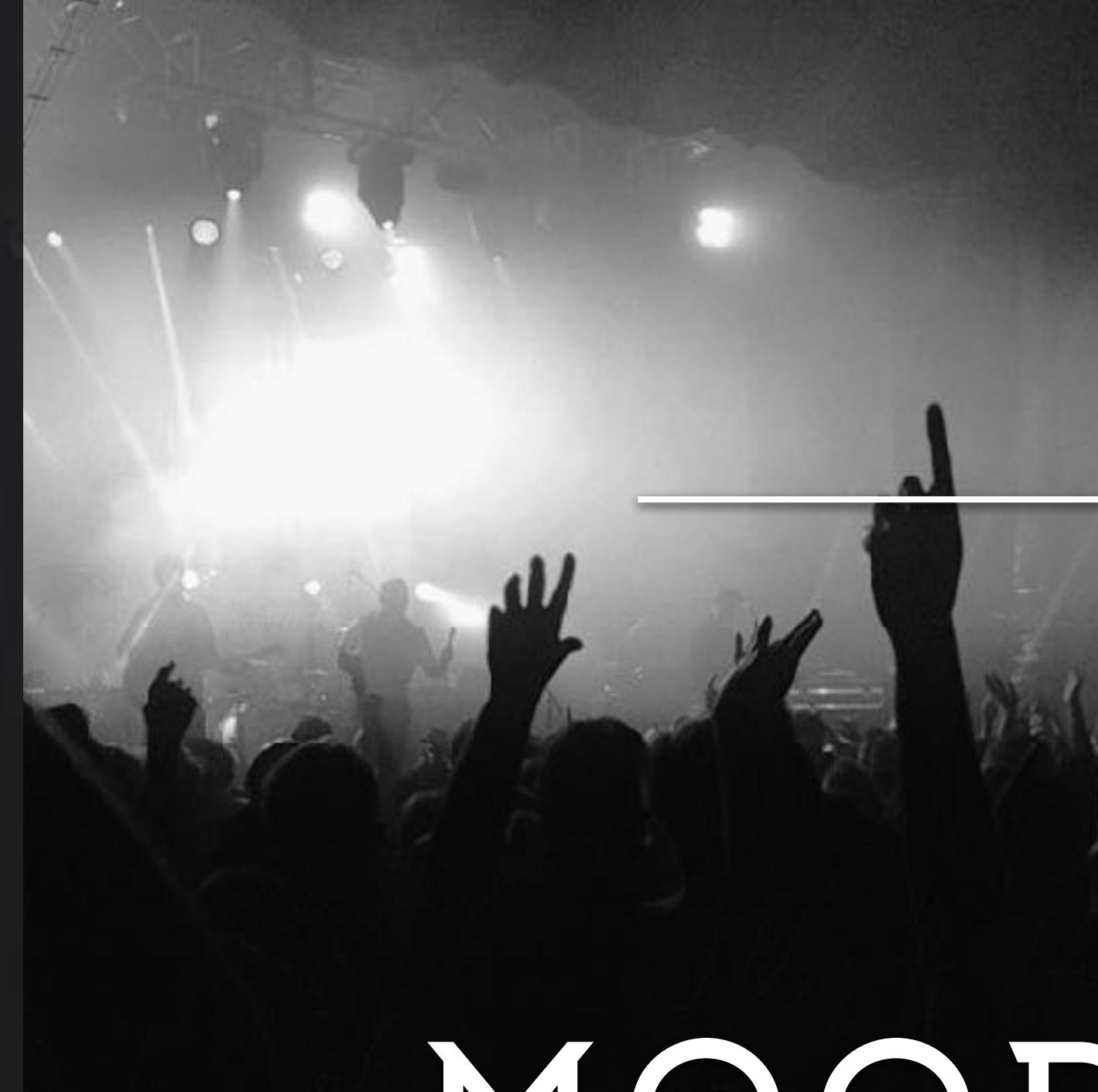
### ICONISE THE BOTTLE

The bottle & it's shape will be one of the "hero" images of the campaign. A white silhouette/black background. To follow suit, the campaign video & stills will be black and white.

### LIVE MUSIC LINK

The thread of live music is sewn throughout the campaign from campaign star, to video campaign, from launch event to campaign launch.

# MOOD BOARD





# CAMPAIGN TOUCH POINTS

## THE CAMPAIGN TOUCH POINTS

### BRIT RHYTHM TATTOOS

Sign up for samples on [burberry.com](http://burberry.com) & get scented temporary ‘tattoos’ in the shape of the Brit Rhythm bottle & a chance to win an access all areas pass to a Brit Rhythm concert.

### INSTAGRAM / UGC

Instagram photographers will capture #ThisisBrit imagery from the events & share it across SM that power iconic out-of-home sites in real time, inspiring audiences to share content.

### LIVE GIGS

Users who sign up for ‘tattoos’ will enter a prize draw win a ticket to one of three live music events held in London, New York and Singapore across three nights in October.

### .COM BRIT RHYTHM PAGE

Following the campaign and live event schedule, [burberry.com](http://burberry.com)'s Brit Rhythm Page will change to reflect activity around the world. A Launch, live event and post event stage will be scheduled over the campaign.



# BRIT RHYTHM TATTOOS

A NEW WAY OF DELIVERING FRAGRANCE SAMPLES

## BRIT RHYTHM TATTOOS

Sign up for samples on [burberry.com](http://burberry.com) & get scented temporary ‘tattoos’ in the shape of the Brit Rhythm bottle & a chance to win an access all areas pass to a Brit Rhythm concert.

## INSTAGRAM / UGC

Instagram photographers will capture #ThisisBrit imagery from the events & share it across SM that power iconic out-of-home sites in real time, inspiring audiences to share content.

## LIVE GIGS

Users who sign up for ‘tattoos’ will enter a prize draw win a ticket to one of three live music events held in London, New York and Singapore across three nights in October.

## .COM BRIT RHYTHM PAGE

Following the campaign and live event schedule, [burberry.com](http://burberry.com)'s Brit Rhythm Page will change to reflect activity around the world. A Launch, live event and post event stage will be scheduled over the campaign.

# BRIT RHYTHM TATTOOS

A NEW WAY OF DELIVERING FRAGRANCE SAMPLES



## BRIT RHYTHM TATTOOS

Sign up for samples on [burberry.com](http://burberry.com) & get scented temporary ‘tattoos’ in the shape of the Brit Rhythm bottle & a chance to win an access all areas pass to a Brit Rhythm concert.

## INSTAGRAM / UGC

Instagram photographers will capture #ThisisBrit imagery from the events & share it across SM that power iconic out-of-home sites in real time, inspiring audiences to share content.

## LIVE GIGS

Users who sign up for ‘tattoos’ will enter a prize draw win a ticket to one of three live music events held in London, New York and Singapore across three nights in October.

## .COM BRIT RHYTHM PAGE

Following the campaign and live event schedule, [burberry.com](http://burberry.com)'s Brit Rhythm Page will change to reflect activity around the world. A Launch, live event and post event stage will be scheduled over the campaign.



# 3 GIGS, 3 NIGHTS, 3 CITIES

## LONDON

## LONDON

Hosting The White Lies at The Village Underground, the London gig was the largest of the three and went live first on 16th October 2013.

## SINGAPORE

Hosting the White Lies at Wheelers Yard, the Singapore gig was the last of the three events on 18th October 2013 attended by Suki Waterhouse.

## NEW YORK

Hosting Peace and Chair XCX at the Irving Plaza on the 17th October 2013, the New York gig was the most intimate of the three nights.

## SET & LIGHTING

The stage lighting designed to be black & white inline with the campaign & bottle feature at the end of the performance. Bottle, bottle confetti & #Thisisbrit also at each venue.



# 3 GIGS, 3 NIGHTS, 3 CITIES

## NEW YORK

## LONDON

Hosting The White Lies at The Village Underground, the London gig was the largest of the three and went live first on 16th October 2013.

## SINGAPORE

Hosting the White Lies at Wheelers Yard, the Singapore gig was the last of the three events on 18th October 2013 attended by Suki Waterhouse.

## NEW YORK

Hosting Peace and Chair XCX at the Irving Plaza on the 17th October 2013, the New York gig was the most intimate of the three nights.

## SET & LIGHTING

The stage lighting designed to be black & white inline with the campaign & bottle feature at the end of the performance. Bottle, bottle confetti & #Thisisbrit also at each venue.



# 3 GIGS, 3 NIGHTS, 3 CITIES

## SINGAPORE

## LONDON

Hosting The White Lies at The Village Underground, the London gig was the largest of the three and went live first on 16th October 2013.

## SINGAPORE

Hosting the White Lies at Wheelers Yard, the Singapore gig was the last of the three events on 18th October 2013 attended by Suki Waterhouse.

## NEW YORK

Hosting Peace and Chair XCX at the Irving Plaza on the 17th October 2013, the New York gig was the most intimate of the three nights.

## SET & LIGHTING

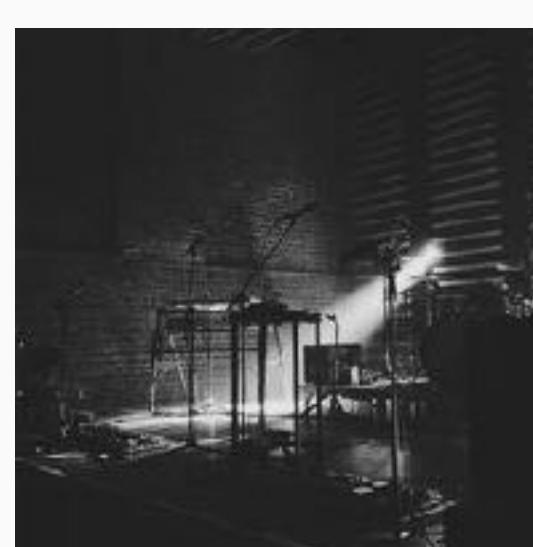
The stage lighting designed to be black & white inline with the campaign & bottle feature at the end of the performance. Bottle, bottle confetti & #Thisisbrit also at each venue.



#thisisbrit

4,162 posts

TOP POSTS



# BRIT RHYTHM INSTAGRAM

PROFESSIONAL CONTENT MIXED WITH UGC

## PROFESSIONAL CAPTURE

For each Brit Rhythm Gig Burberry hired social photographers to capture the events. Accompanied by an art director choosing selects, the images were seeded out to Instagram throughout each night.

## THE SOCIAL CAMPAIGN CENTRE

To accompany professional capture Instagram also acted as a platform for gig towers to share their Brit Rhythm inspired images.

# **BRIT RHYTHM ON BURBERRY.COM**

**SIGN UP FOR COMPETITION ENTRY & BRIT RHYTHM SAMPLES**



First Name      Last Name

Email Address

I agree to receive a reminder about the show and information about Burberry products, services, events and promotions in the future. Please see the legal mentions for further information.

**SUBMIT**

## **TEASER PHASE 08.08 - 03.09**

The fragrance page: the teaser page is live on the website inviting people to register to enter the competition & receive their Brit Rhythm samples.

## **EVENTS TEASER**

The fragrance page is overtaken by the three locations but links are locked. As each event happens, content from the events fillers onto this page. Links then go live.

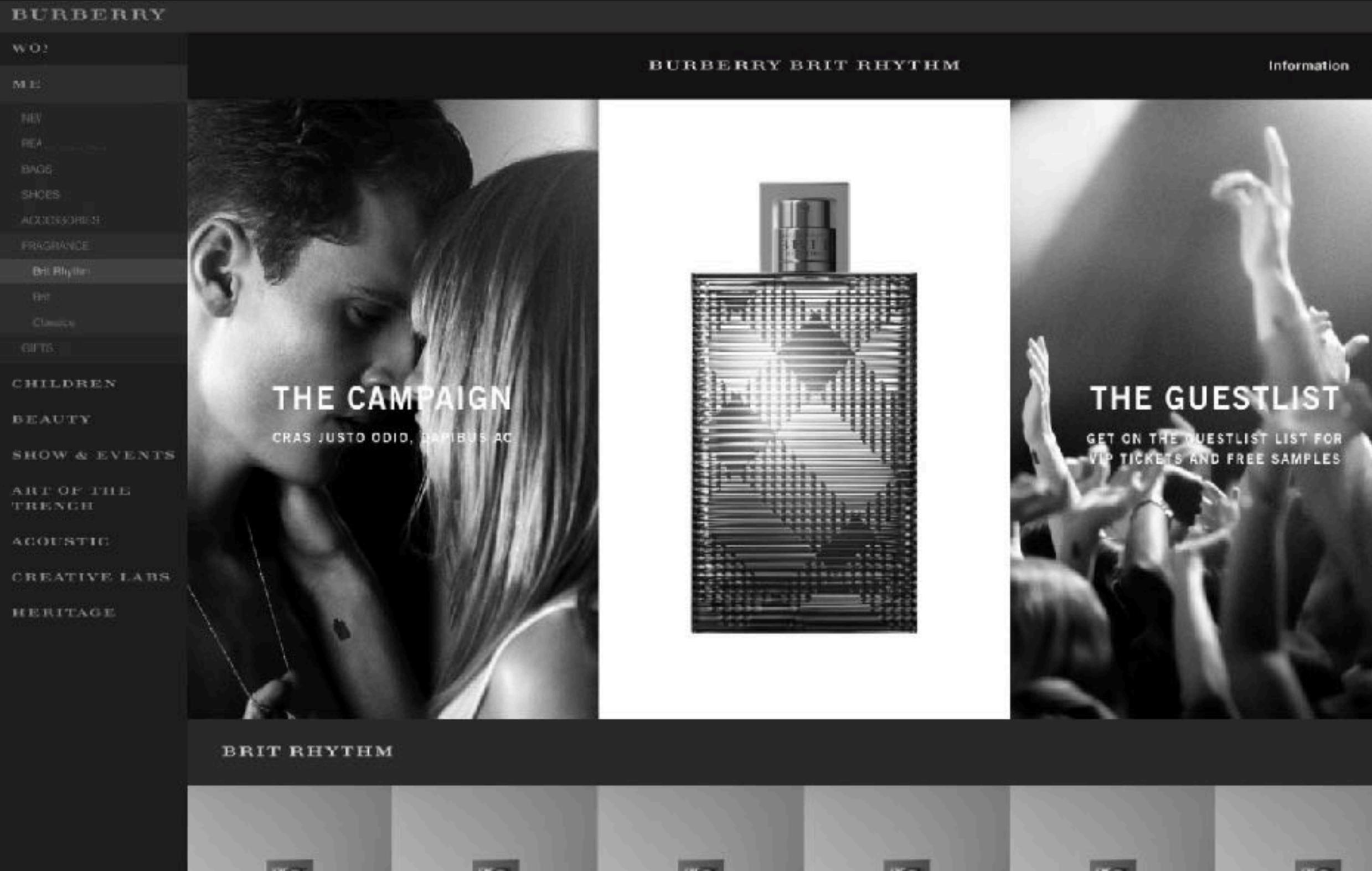
## **LAUNCH PHASE 03.09 - 21.10**

The homepage: the [burberry.com](#) homepage is taken over by pathways through the campaign and assets. Shop-able bottles also present.

## **EVENTS LAUNCH**

The fragrance overtake is Unlocked and you can navigate to content from each gig including a video of each band playing. UGC is woven into professional capture.

# BRIT RHYTHM ON BURBERRY.COM



## SIGN UP FOR COMPETITION ENTRY & BRIT RHYTHM SAMPLES

### TEASER PHASE 08.08 - 03.09

The fragrance page: the teaser page is live on the website inviting people to register to enter the competition & receive their Brit Rhythm samples.

### EVENTS TEASER

The fragrance page is overtaken by the three locations but links are locked. As each event happens, content from the events fillers onto this page. Links then go live.

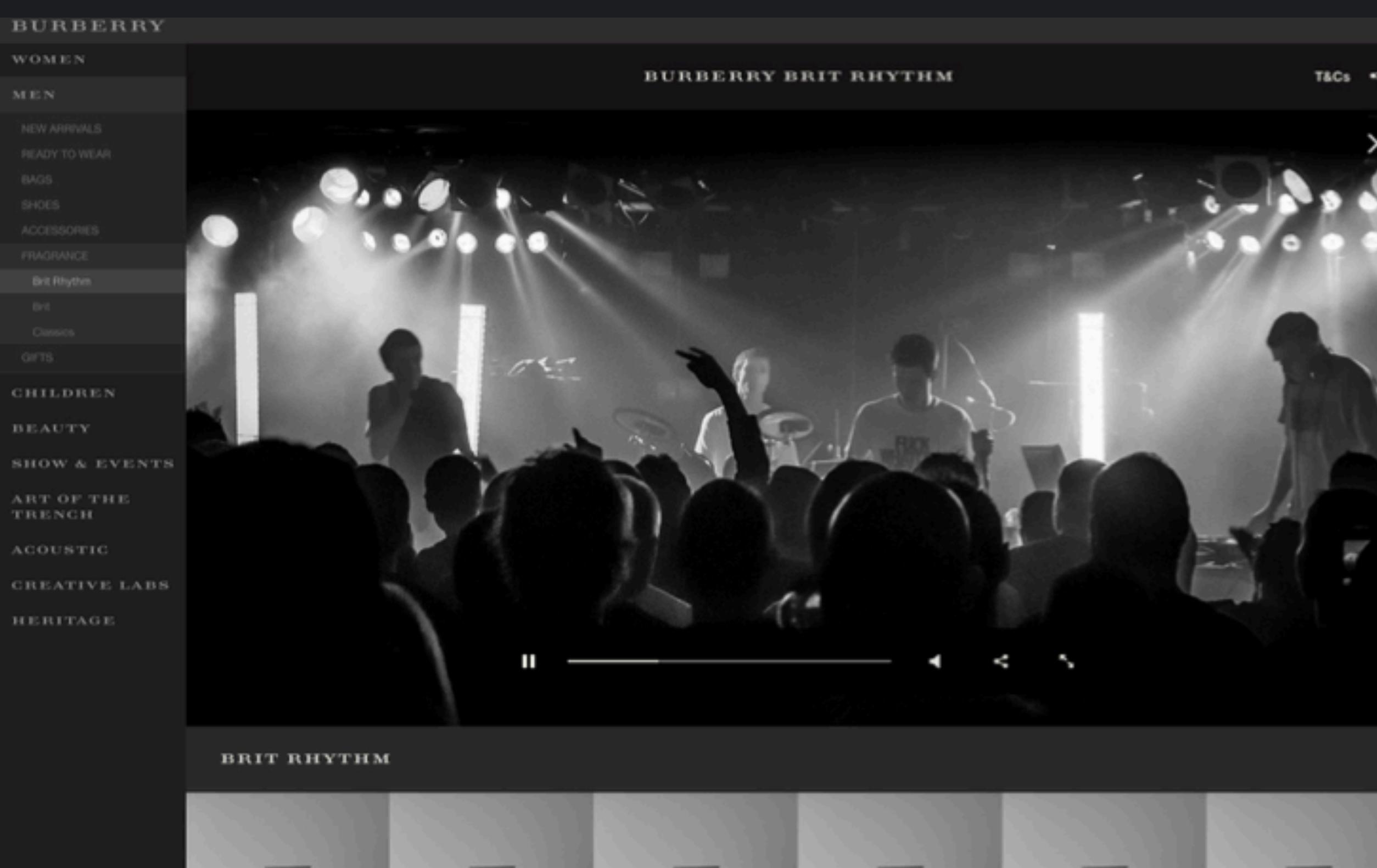
### LAUNCH PHASE 03.09 - 21.10

The homepage: the [burberry.com](#) homepage is taken over by pathways through the campaign and assets. Shop-able bottles also present.

### EVENTS LAUNCH

The fragrance overtake is Unlocked and you can navigate to content from each gig including a video of each band playing. UGC is woven into professional capture.

# **BRIT RHYTHM ON BURBERRY.COM**



## **SIGN UP FOR COMPETITION ENTRY & BRIT RHYTHM SAMPLES**

### **TEASER PHASE 08.08 - 03.09**

The fragrance page: the teaser page is live on the website inviting people to register to enter the competition & receive their Brit Rhythm samples.

### **EVENTS TEASER**

The fragrance page is overtaken by the three locations but links are locked. As each event happens, content from the events fillers onto this page. Links then go live.

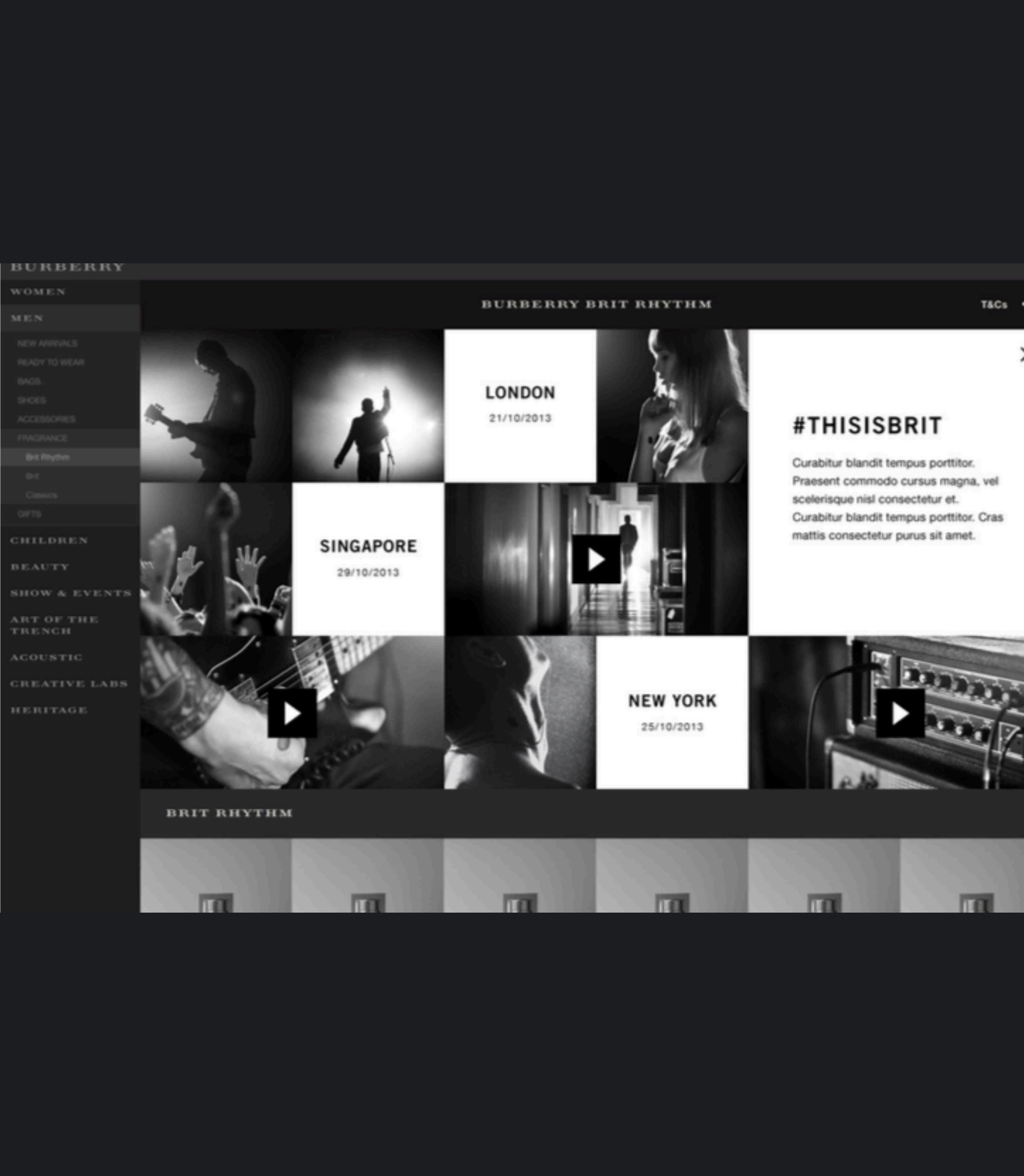
### **LAUNCH PHASE 03.09 - 21.10**

The homepage: the [burberry.com](#) homepage is taken over by pathways through the campaign and assets. Shop-able bottles also present.

### **EVENTS LAUNCH**

The fragrance overtake is Unlocked and you can navigate to content from each gig including a video of each band playing. UGC is woven into professional capture.

# BRIT RHYTHM ON BURBERRY.COM



## #THISISBRIT

Curabitur blandit tempus porttitor.  
Praesent commodo cursus magna, vel  
scelerisque nisl consectetur et.  
Curabitur blandit tempus porttitor. Cras  
mattis consectetur purus sit amet.

## SIGN UP FOR COMPETITION ENTRY & BRIT RHYTHM SAMPLES

### TEASER PHASE 08.08 - 03.09

The fragrance page: the teaser page is live on the website inviting people to register to enter the competition & receive their Brit Rhythm samples.

### EVENTS TEASER

The fragrance page is overtaken by the three locations but links are locked. As each event happens, content from the events fillers onto this page. Links then go live.

### LAUNCH PHASE 03.09 - 21.10

The homepage: the [burberry.com](#) homepage is taken over by pathways through the campaign and assets. Shop-able bottles also present.

### EVENTS LAUNCH

The fragrance overtake is Unlocked and you can navigate to content from each gig including a video of each band playing. UGC is woven into professional capture.



THANK  
YOU