

A black and white photograph of two women sitting on a bench, wearing matching Burberry trench coats. They are looking off-camera with serious expressions. The background is a plain, light-colored wall.

MY
BURBERRY
CAMPAIGN



MY BURBERRY BACKGROUND INFO

WHAT IS MY BURBERRY? WHAT IS THE MARKET POSITIONING?

THE PRODUCT

A new high end fragrance from Burberry personifying the honey trench coat.

MAIN COMPETITORS

Key competitor fragrances are Chanel No 5 and Dior J'adore, high end fragrances by other key fashion retailers.

THE FACES OF THE CAMPAIGN

Cara Delevingne & Kate Moss, shot by Mario Testino. They had never been shot together for a campaign before (this is a “newness” story).

OTHER BURBERRY FRAGRANCE

In comparison to other Burberry fragrances, aiming to establish against best in industry. Entry into high end luxury category.

My
BURBERRY



TARGET MARKET RESEARCH

WHAT IS MY BURBERRY? WHAT IS THE MARKET POSITIONING?

MARKETING OBJECTIVES

Launch, reach and sustain. Create headlines for launch & impact with international reach and then sustain over the period of 18 months, plus.

KEY INSIGHT: REASON TO BUY

Gift for others; festive, celebration, mothers day OR a gift for yourself for relaxation eg a holiday.

KEY SELLING POINTS

Key selling points to market: Mood = bright, radiant & cheerful. Selling tools that will appeal: Season, the senses, the emotion behind a campaign & friendship.

CUSTOMER BEHAVIOUR

Light scents are most successful in spring & summer. The time of year when people go on holiday, want to relax, treat and enjoy themselves

THE CAMPAIGN IDEA





My BURBERRY

THE PERFECT GIFT FOR ME



CAMPAIGN SLOGAN:
MY BURBERRY,
PERSONALISED FOR
YOU



MOOD BOARD



MOOD BOARD



MY BURBERRY CAMPAIGN

THE “CORE” CAMPAIGN IDEA

PERFECT GIVE FOR ME

Gifting for yourself chosen as a key theme to encourage women to shop for themselves at any time of the year, typically when going on holiday.

ENHANCED MONOGRAMMING

Monogramming on the bottle offered at select flagship beauty and apparel stores. Touring engraving machines also.

PERSONAL TO YOU

The offering: Add three initials of your choosing when you buy a 90 ml bottle of my Burberry, Monogramming offered in store & on website orders.

OFFERED ACROSS CHANNELS

Why is this important? When you branch your advertising out from a service offered on the product, you always tie back to a selling point.



DIGITAL CAMPAIGN: INITIAL SKETCHES

INITIAL SKETCHES FOR THE CAMPAIGN PROPOSAL

WHY SKETCH?

Get ideas down quickly and be able to change them freely as you have spent little time perfecting graphics.

ALL CAMPAIGN IDEAS

First round boards should represent all of your ideas weird and wonderful for the campaign, don't hold back.

Others

WORKING EXAMPLES

These are the boards worked on by the Burberry campaigns team with a combined 15 years of advertising experience. Could you tell?

EXPLAIN AND REFINE

Sketches act as a sounding board and visual reference to allow us to start explaining our ideas to others. Judging their reaction helps us shape the most successful ideas.



CAMPAIGN TOUCH POINTS: DIGITAL

THE “CORE” CAMPAIGN IDEA

ON .COM

A landing page for the new fragrance offering the campaign film, fragrance inspiration, BTS preview and personalisation.

POINT OF SALE (POS)

Physical installations at tills, selling installations and pop ups to engage with customer with personalisation when it is not offered on the bottle.

SOCIAL

Monogramming on social media which generates a personalised, shareable asset.

BILLBOARDS

An impact moment in London and New York where customers can personalise a Burberry billboard.

X

YOUR INITIALS

Enter up to three initials to personalise this item

AJB

Done

OML
+
0 day

Complimentary monogramming. Delivery times vary for monogrammed items.

MY BURBERRY EAU DE PARFUM 90ML

£92

Enjoy complimentary monogramming [Remove](#)

Size 90ml 50ml 30ml

Your monogram: **AJB**

Valentine's Day Monogramming
Order this item with monogramming by 10 February for delivery in time for Valentine's Day [Find out more](#)

Add to Bag

MY BURBERRY FOR .COM

THE EXPERIENCE ON THE BURBERRY WEBSITE

CAMPAIGN HOME PAGE

[burberry.com](#) is the home of the campaign and monogramming digital. Experience. Dynamically render video with initials.

INSPIRATION NOTES

Explore further campaign details like the inspiration notes & fragrance composition. Meet the nose.

EXPLORE CAMPAIGN

See behind the scenes footage and more campaign shots. Details about bottle craftsmanship (ties into honey trench coat.)

PERSONALISATION & ORDERING

Personalise your bottle using the website interactive and see campaign graphics but also add this to your order for free.



MY BURBERRY POINT OF SALE

INSTALLATIONS AT TILLS, SHOPS AND BURBERRY COUNTERS

HIGH PROFILE PODIUM

Interactive monogramming experience for air port pop ups, flagship beauty stores and high profile counters (Sephora ect)

LOW PROFILE PODIUM

Static iPads play content and inviting customers to a deeper discovery of the fragrance combined with a pull trigger (taking a bottle triggers a reaction on the iPad).

HPP EXPERIENCE DIAGRAM

Customers use the iPad as the basis for their navigation through the experience and adding initials. The second screen displays personalised video.

HIGH STREET STANDS

Burberry has one or several shelves. The retailer can print an A4 sheet. We push the user to deeper experience on mobile.

MY BURBERRY POINT OF SALE

INSTALLATIONS AT TILLS, SHOPS AND BURBERRY COUNTERS HPP



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Interactive monogramming experience for air port pop ups, flagship beauty stores and high profile counters (Sephora ect)

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MY BURBERRY POINT OF SALE

INSTALLATIONS AT TILLS, SHOPS & BURBERRY COUNTERS: LOW PROFILE PODIUMS

HIGH PROFILE PODIUM

Interactive monogramming experience for air port pop ups, flagship beauty stores and high profile counters (Sephora ect)

LOW PROFILE PODIUM

Static iPads play content and inviting customers to a deeper discovery of the fragrance combined with a pull trigger (taking a bottle triggers a reaction on the iPad).

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Customers use the iPad as the basis for their navigation through the experience and adding initials. The second screen displays personalised video.

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MY BURBERRY POINT OF SALE



INSTALLATIONS AT TILLS, SHOPS & BURBERRY COUNTERS: HIGH STREET STANDS

HIGH PROFILE PODIUM

Interactive monogramming experience for air port pop ups, flagship beauty stores and high profile counters (Sephora ect)

LOW PROFILE PODIUM

Static iPads play content and inviting customers to a deeper discovery of the fragrance combined with a pull trigger (taking a bottle triggers a reaction on the iPad).

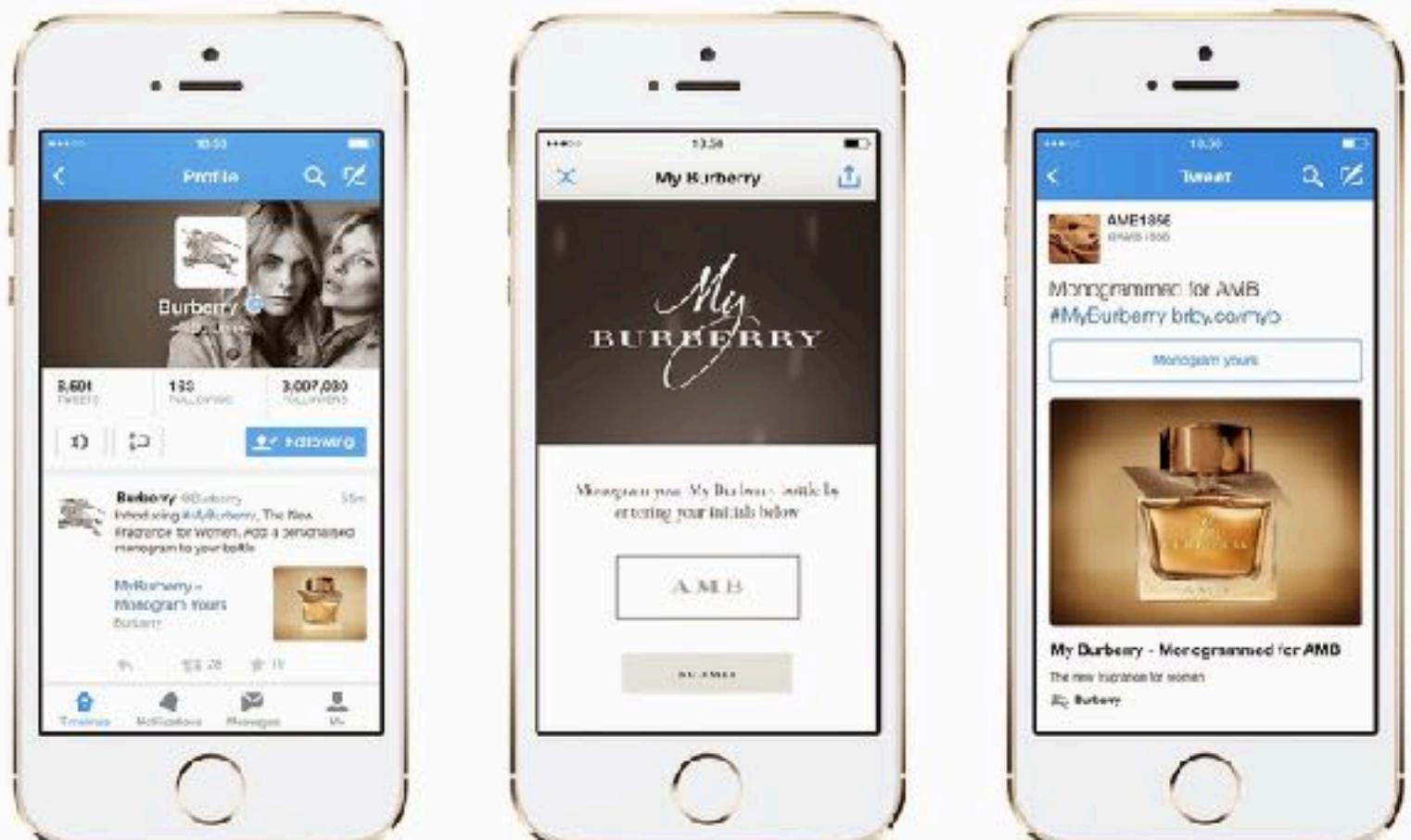
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MY BURBERRY SOCIAL MEDIA



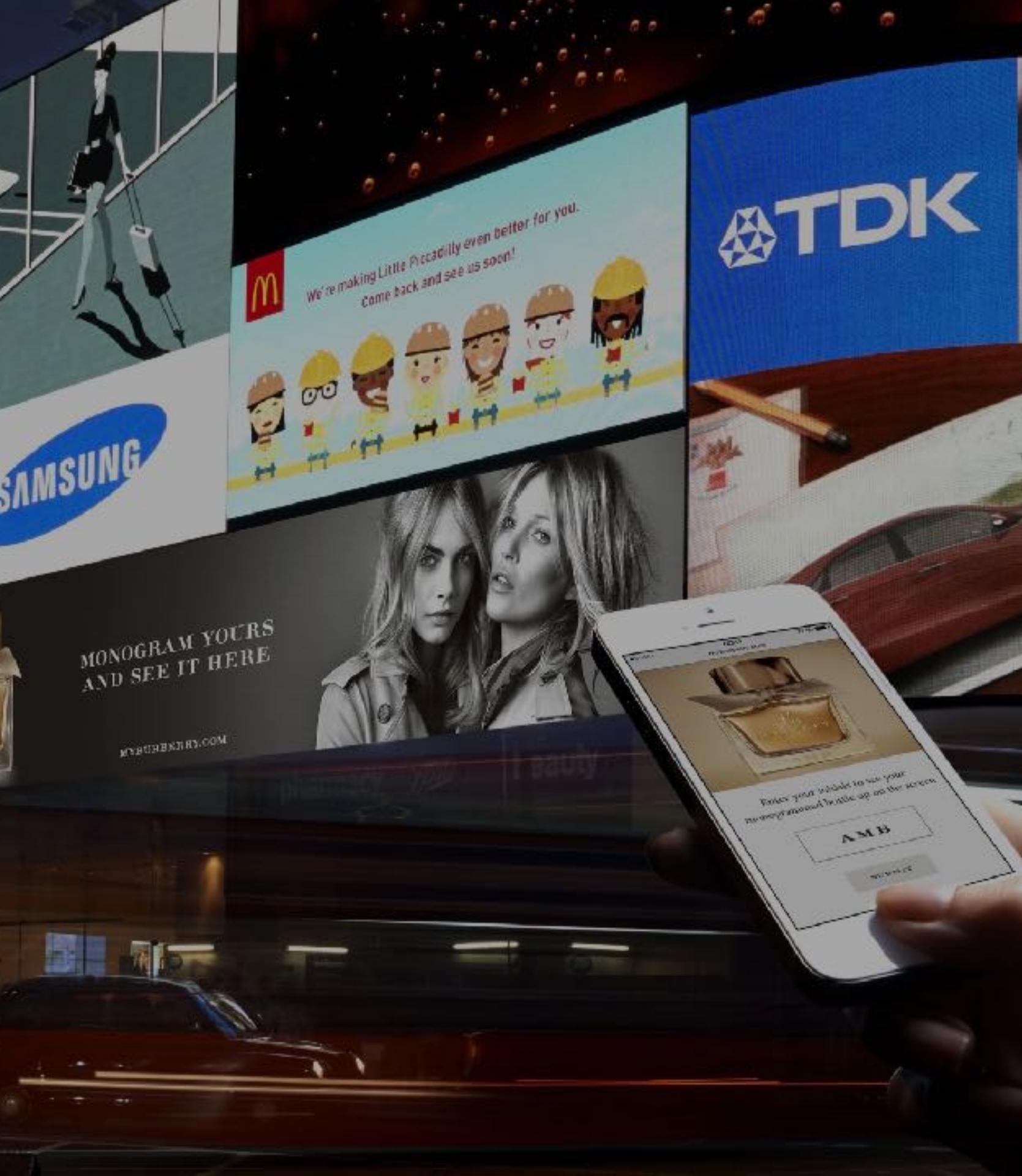
MONOGRAM ON TWITTER AND RECEIVE YOUR PERSONALISED BOTTLE IMAGE TO SHARE

THE IDEA

Tweet, share or post the “monogram yours” link on social platforms. Go to micro experience and receive your personalised, sharable asset at end.

EXECUTION

Simple steps to take to get through experience. Less animation and deep dive into My Burberry campaign but core messages and stars featured.



MY BURBERRY INTERACTIVE OOH

INTERACTIVE BILLBOARDS OR INTERACTIVE OUT OF HOME

THE IDEA

Bring digital billboards to life by making a monogramming experience activated by customers phones. Allow capture of the moment.

EXECUTION

A billboard calling users to visit a microsite to “monogram yours and see it here”. Users go to microsite and are directed to add their initials and submit. The billboard moves into an animation sequence and initials are revealed on the billboard. In the case of multiple users a queuing systems starts.



MY BURBERRY : A SEASONAL TWIST

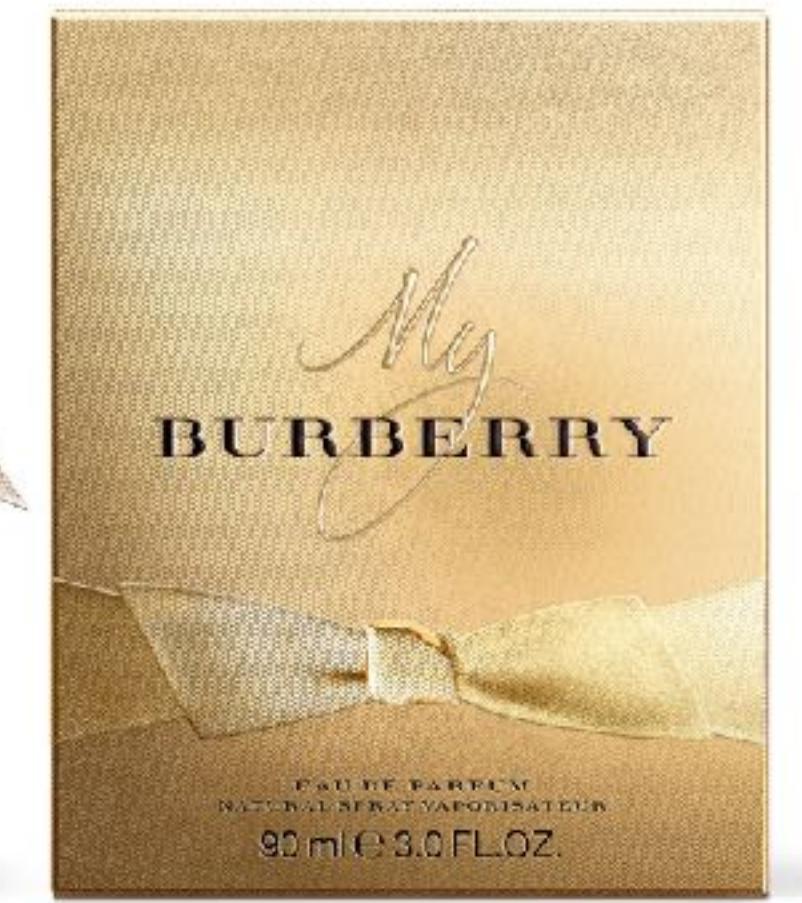
MY BURBERRY, A GIFT FOR OTHERS: PERSONALISED FOR HER





MY BURBERRY : A SEASONAL TWIST

MY BURBERRY, A GIFT FOR OTHERS: FESTIVE CAMPAIGN



ALL BURBERRY JOURNEYS

A drive to store from OOH,
web monogramming, HPP
iPad experience & enhanced
Pos take away with sampling.



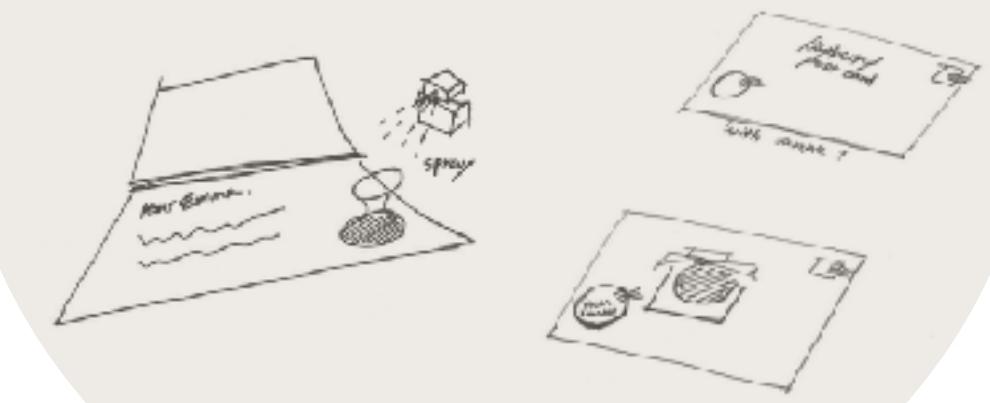
RETAIL SPECIFIC

Retailer branded
site (with sampling)
and digital media
pack.



BURBERRY STORE SPECIFIC

Gift with purchase / enhanced gift
card for travel retail clients who
are visiting London in the form of
a post card.



BURBERRY TRAVEL SPECIFIC

A hotel partnership giving a My
Burberry welcome pack. An airline
partnership offering a first class
sampling pack and spa



**SIMULTANEOUS CAMPAIGN LAUNCH
DATE: 13TH SEPTEMBER 2014**

**OPPORTUNITIES: SELF GIFTING,
TRAVEL RETAIL, GIFT FOR OTHERS**

**CORE MESSAGE: PERSONALISED
FOR YOU, PERSONALISED FOR HER**