

# BURBERRY

## DIGITAL HIGHLIGHTS



Burberry on Apple TV

### INTRODUCTION

At Burberry, digital technology and platforms are a fundamental part of our brand, both from a commercial and a marketing perspective. We know that customers move seamlessly between our digital and physical worlds, therefore we don't think about investing in digital in isolation, we see it as one part of an overall strategy to continuously enhance how we connect and engage with our customers.

We continue to increase our investment in [Burberry.com](http://Burberry.com), which is now our fastest growing retail channel. In addition, thanks to investments in our mobile site upgrade, we have seen mobile sales triple since last year.

We have a very strong presence on social media with more than 38 million followers across 19 global platforms, allowing us to have a very personal interaction with our audiences. This year, we have been privileged to partner with incredibly innovative and creative companies such as Snapchat, Kakao and LINE amongst others.

### Key Facts

- Ranked first in L2's 2015 Digital IQ: Fashion
- Ranked by Interbrand as the strongest UK brand globally in 2015
- Won Creative Campaign [Award](#) at the British Fashion Awards 2015
- Burberry became first luxury brand to broadcast a fashion show live on Apple TV (January 2016)
- Burberry launched a WeChat Lunar New Year partnership for its followers (January 2016)
- First luxury brand to partner with Dreamworks Animation's newly formed technology company NOVA (December, 2015)
- Burberry's Festive film has been seen over 26m times across YouTube, Facebook, LINE and Youku
- Mobile sales have tripled in the last year after further investment in a platform upgrade
- First global brand to launch a channel on Apple Music (September 2015)
- First global brand to launch a dedicated channel on Apple Music (September 2015)
- Partnered with Snapchat to preview Burberry Womenswear collection the day before the runway show (September 2015)
- Burberry was the first brand to live stream on Japan messaging platform LINE (February 2015)

### Recent Partnerships

#### APPLE

In January 2016, Burberry launched on Apple TV by livestreaming its Menswear show to audiences worldwide, becoming the first luxury brand to broadcast a fashion show live on the platform.

The Burberry app for Apple TV offers access to a collection of Burberry Acoustic films from emerging British musicians, highlights from the brand's previous runway shows and Burberry beauty tutorials by Burberry Make-up Artistic Consultant, Wendy Rowe. Viewers are invited to experience live moments and exclusive content throughout the year.

In September 2015 Burberry became the first global brand to launch a dedicated channel on [Apple Music](#). The Burberry channel is in the 'Curators' section of the Apple Music service and showcases Burberry's unique collaborations with emerging and iconic British artists. These performances sit alongside regular playlists, celebrating great British musical talent past and present.

In September 2013 Burberry collaborated with Apple using the iPhone 5s to capture and share all digital images, video and live stream content, before, during and after the SS14 Womenswear show.

#### WECHAT

Building on its longstanding partnership with the platform, in January 2016 the Burberry WeChat account launched 'A Lunar New Year Gift', a dedicated interactive messaging service for its followers. The experience invites users to use native app functionality – tapping, swiping and shaking – to unwrap some of the brand's iconic gifts.

Burberry first partnered with WeChat in February 2014 with the launch of personalised platform activity during the brand's womenswear show in London, followed by a platform-exclusive experience for Burberry's event in Shanghai in April 2014. Through a parallel social event experience, followers were able to interact with a series of London and Shanghai skylines by shaking, swiping or tapping their devices before the event.

#### DREAMWORKS

Burberry became the first luxury brand to partner with DreamWorks Animation's newly formed technology company NOVA, to launch an interactive marketing campaign featuring brand new 3D visualisation technology in December 2015.

Using the NOVA media visualisation platform, Burberry will design a brand new digital out of home experience, featuring computer-generated versions of its iconic heritage scarf that users will be able to personalise and then play with on the world famous Curve screen in Piccadilly Circus, London.

The campaign will allow users to explore the full range of Burberry scarves on their mobile device, monogram their favourite and then see it appear on the giant screen where it will fly around directed by the motion of their device. They will then have the option to purchase their scarf on Burberry.com or they will receive directions to the nearby Regent's Street flagship store.

#### GOOGLE

In November 2015, Burberry launched "[The Burberry Booth](#)" enabling customers to star in its Festive campaign.

Powered by Google using the latest real-time video stitching technology, “The Burberry Booth” enabled customers to appear alongside some of the Festive Film’s cast members in a 15-second personalised edit of the campaign. Once their bespoke film had been created, “The Burberry Booth” instantly sent customers a shareable YouTube link, via Twitter or email.

The “Burberry Booth” was the latest evolution in a series of creative partnerships with Google. In June 2013, Burberry partnered with Google to launch ‘[Burberry Kisses](#)’, featuring technology that allowed users to capture and send their ‘Virtual Kiss’ to anyone anywhere in the world.

#### **SNAPCHAT**

In October 2015 Burberry released its first ‘[Snapchat Advertising Campaign](#)’ shot by Mario Testino live allowing users to preview the campaign looks months ahead of release.

In total, SS16 Womenswear show content generated 200 million views on the Snapchat platform.

In September 2015, Burberry followers were able to see a preview of the [SS16 collection](#) the day before the official runway show. Looks from the collection were shared live as finishing touches were being made in Burberry’s headquarters in London – an industry, platform and brand first.

#### **LINE**

In October 2015, in a brand and platform-first, Burberry gave users of Line the chance to apply a Burberry themed wallpaper across their entire personal account. The collaboration saw the return of Brown and Coney to London dressed in iconic Burberry trench coats and cashmere scarves. The activity was the most engaged LINE campaign of the year with follower growth of 3.2 million.

In September 2015, LINE users in Japan were given the first opportunity to purchase sets of Burberry Beauty products directly through the platform for a limited time.

Burberry first began its partnership with [LINE](#) in February 2015 offering Japanese users access to the first-ever live stream on the platform, which allowed them to watch Burberry’s A/W15 Womenswear runway show in real time.

In another first for both brands, Burberry designed exclusive stickers for the Japan market in close collaboration with LINE featuring the Coney and Brown characters wearing the iconic Burberry trench coat and heritage check cashmere scarf along with an exclusive animation featuring Anna Wintour, Cara Delevingne, Mario Testino and Christopher Bailey

LINE is the fastest growing global messaging platform in Japan with 52m users and 490m users worldwide.

#### **KAKAO**

In September 2015, Burberry launched a global partnership with [Kakao](#) with the streaming of its S/S16 Womenswear show also offering Korean audiences the chance to purchase runway inspired beauty sets from the Kakao Giftshop immediately after the show.

Burberry is also active on Kakao Talk and Kakao TV, offering Korean audiences a direct insight into runway shows, campaigns and events, bringing followers even closer to the British luxury brand.

KakaoTalk now has more than 38million active monthly users in Korea.

#### **TWITTER**

In February 2015, Burberry partnered with Twitter to offer users the chance to capture pictures of the AW15 Womenswear show, live from the runway, from anywhere in the world through #Tweetcam

In September 2014, Burberry was the first global luxury brand to sell product through a tweet via Twitter’s ‘Buy now’ technology. Burberry offered followers the ability to buy the next season’s nail colours in-tweet instantly following the SS15 Womenswear show.

Burberry premiered its SS12 Womenswear collection through the Burberry ‘Tweetwalk’, posting each look live before it went down the runway allowing followers to see the collection ahead of anyone else.

Launched in 2009, Burberry’s Twitter account has over 5 million followers of its global account and a further 1million followers across regional accounts in France, Italy, Japan, Korea, Brazil, Mexico, Turkey, Russia, Australia, Taiwan and the Middle East.

#### **PERISCOPE**

Burberry launched on [Periscope](#) in April 2015 during its [London in Los Angeles](#) event.

For the first time at a men’s show, Burberry streamed the SS16 Menswear show live via the Periscope platform. The experience took followers on a journey from the red carpet into a front row seat to watch the entire show.

#### **IMAGERY**

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