

Burberry

Social Media Advertisement Plan

Tatum Hartley, Rhett Candela, Suelynn
Parker & Hosanna Schumacher



Black Friday Blast Campaign Plan

"Wrap Yourself in Luxury"

Playing with the sophisticates that flock to our brand, this Black Friday/Cyber Monday campaign is about pampering yourself this season. Our theme messaging is that of humor surrounding things black as are the pieces designed, and available only, for this campaign.



Buyers Journey

This campaign is more for publicity and brand than it is for directly driving revenue

- Review of AIDA model we use for all Burberry campaigns...
 - **Awareness:** We are marketing to our existing follower base in social media (we are assuming that they largely purchase regardless of price because they appreciate the quality of the brand and the brand as a status symbol).
 - **Interest:** We are crafting a campaign with sophisticated humor, opulent sets and props, cinematography, large scale performative sculptures, industry influencers, phased release and limited availability – this blast is sure to make a splash.
- **Desire:** Potential Needs we are fulfilling (ultimately, they will be decided with your ads)
 - Be part of a new experience – social media driving the creation of an opulent short film
 - Perfect holiday event, shopping, travel attire with luxury brand status
 - Perfect "me" or "self" gift for the holiday & freedom to buy extravagance (humor)
- **Action:**
 - Follow the campaign
 - Purchase during the sale

Strategy #BurberryBlack

- We fully expect this campaign to go viral
- Full feature, clip & animation of opulent luxury environments
- Total Campaign cost is 5 percent of holiday budget @ \$5M
- Social Ad Spending is less than 2/5 of campaign cost
 - Minimal spending in most viral channel – Instagram
 - Flexing Twitter ROI & Expecting Campaign Followers
 - Co-branded lotteries held by stylist influencers

Campaign Production

- Semi-permanent installations by Es Devlin
 - London
 - Shanghai
 - Dubai
 - Paris
- Prop and costume "accessories" by Kirsty Mitchell
- Feature Film – Black Diamond
 - Production & Scripting in partnership with Wendy Finerman Productions
 - Photography by Patrick Demarchelier
- Key Roles & Channel Managers – next slide

Key Roles & Channel Managers

Digital Campaign Only Fashion	Lead Designer Riccardo Tisci's
Campaign Manager	Hosanna Schumacher
Digital Campaign Lead Designer	Rhett Candela

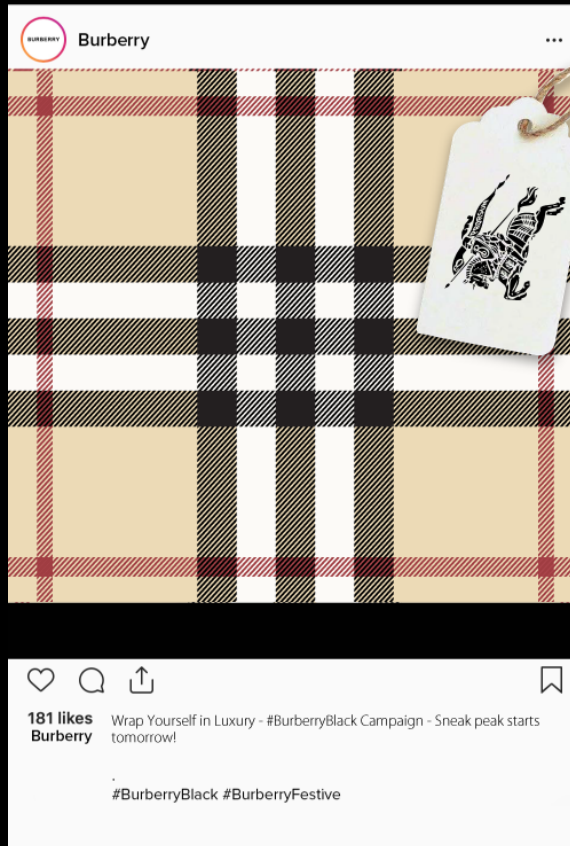
Facebook/Instagram	Tatum Hartley
Twitter	Hosanna Schumacher
Pinterest	Suelynn Parker
Website/Email	Hosanna Schumacher
Ads/Remarketing	Hosanna Schumacher

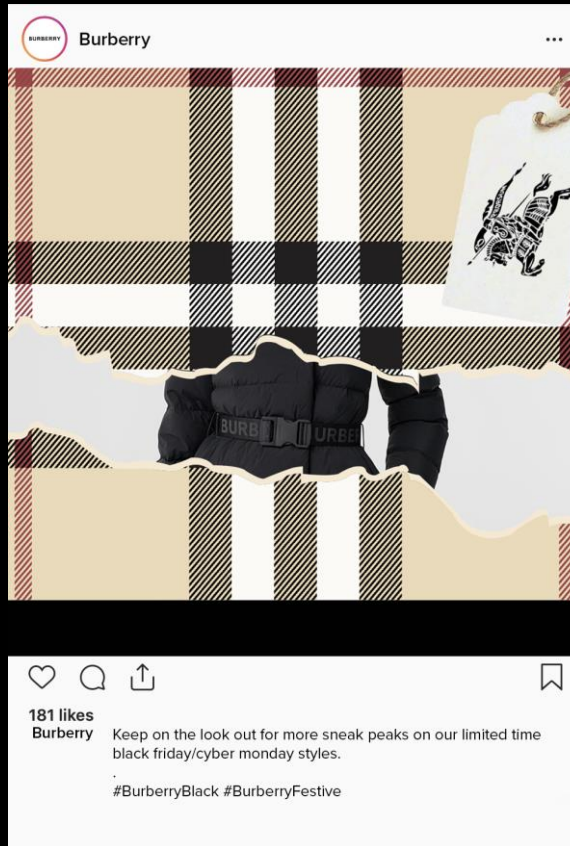
Predicted Outcomes

- Reach 46 million daily – primarily existing audience/customer base
- Expect traditional media to pick up on extravagance of campaign
- Engagement
 - 20% reach likes daily
 - 3% comment over campaign duration
 - 3% retweet or share over campaign duration
- User generated content
 - @ semi-permanent installations
- Revenue \$4.6M @ 1.5% (over campaign duration) reach sales conversion rate
- Publicity/Brand Goodwill \$100M
 - Indirect annual revenue increase \$100M

Promotion At-a-Glance

- Digital Campaign Only Fashion
 - Designed by Riccardo Tisci's
- Campaign Sales
 - Black Friday through
 - Cyber Monday
- Social Media
 - Facebook
 - Instagram
 - Twitter
 - Pinterest
- Campaign post workflow will be in the website and flow directly to APIs of Instagram, Facebook & Pinterest
 - Twitter will be managed in Hootsuite
- Website & Email Campaign Specific Messaging
 - Invitation
 - Pop-up Ads
 - Abandoned Cart
- Remarketing
 - Google Channels





Burberry



Shop Now



181 likes

Burberry

Sneak peak on this limited time only black friday/cyber monday style. Keep a look out on other platforms to see the sneak peak on other items. Available November 23rd - December 8th.

#BurberryBlack #BurberryFestive

 **Burberry** ...



[Shop Now](#) >





181 likes
Burberry

Our limited time black friday/cyber monday styles are almost here.
Will be available November 23rd - December 8th.

#BurberryBlack #BurberryFestive

Burberry



Shop Now



181 likes

Burberry

Limited time black friday and cyber monday styles are finally here. We'll get you started with this Belted Puffer Coat, so you can withstand those late night lines on thursday.

#BurberryBlack #BurberryFestive

Content Plan

Campaign Items/Messaging Themes

- **Campaign Only Fashions**
 - **Black Shift Dress – Black is the New Pink**
 - Black Accessories – Black Diamond
 - Black Evening Gown – Creature of the Night
 - Little Black Dress – Need I Say More?
 - Black Fur Lined Dress Coat – Cat Woman
 - Black Pant Suit – Jane Bond
 - **Black Cocktail Dress – Pretty Woman**

Wrapped in Burberry Black

- Cheeky humor about shopping for yourself and where you'll be in #BurberryBlack this season...
- Black Ops gift research
- Getting your bond on to disguise yourself while shopping
- Black is the new pink, especially for Breakfast at Tiffany's

Content Plan Schedule

- Campaign active Friday (November 23) before Black Friday
 - Runs through Cyber Monday
- Source content externally managed
- Channel Managers are managing social schedules within Website API & Hootsuite
- Targeting maximum numbers of effective posts/ads by segment & platform
- Channel Manager production specifications due May 1
- Source content delivery October 1
- Campaign Teasers November 23 – November 27
- Full feature November 28 (Thanksgiving)
- Video clips for each fashion items sale November 29 – December 2

Persona 1

Abigail, Age 23



About

- Location: Seattle, WA
- Career: Cosmetologist
- Hobbies: Rollerblading, Gardening
- Income: 160k yearly
- Social Media: Instagram, Twitter

Goal

- Wants a new jacket for her trip to a ski resort in the winter

Persona 2

About

- Location: Santa Cruz, CA
- Career: Photographer
- Hobbies: Reading, Nature Walks
- Income: 148k yearly
- Social Media: Instagram, Pinterest

Goal

- Searching for a new cocktail dress to the opening of her photography gallery

Lillie, Age 22



Persona 3

Rachel, Age 25

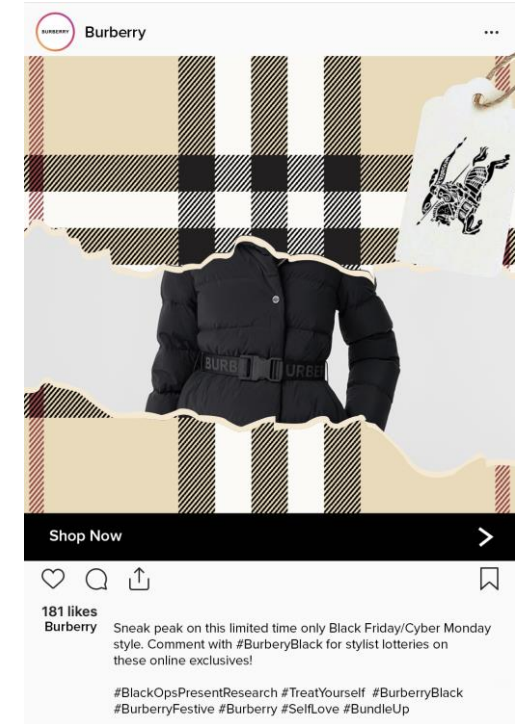
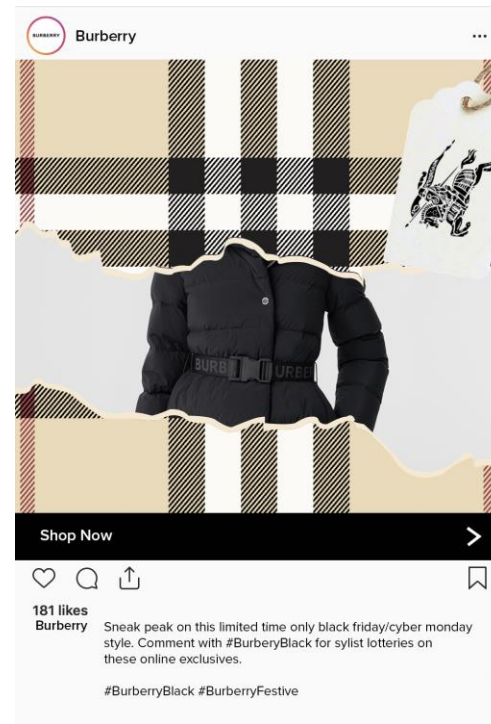
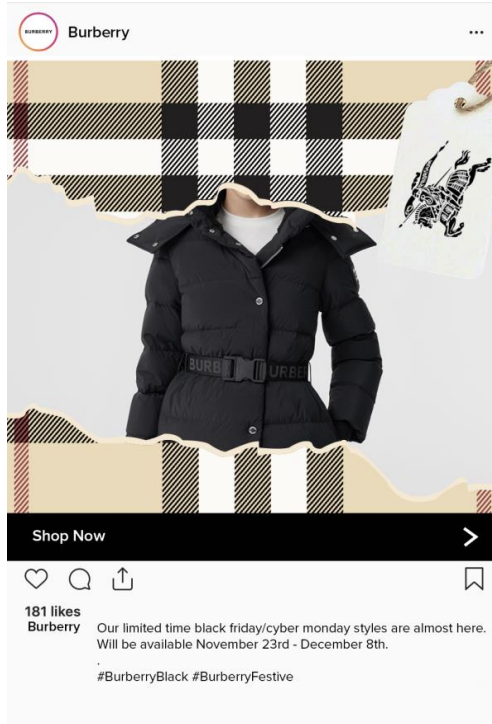


About

- Location: Buffalo, NY
- Career: Financial Advisor
- Hobbies: Jigsaw Puzzles, Scrapbooking
- Income: 160k yearly
- Social Media: Facebook, Pinterest

Goal

- Is in need for new pants for the big meeting at her office but looking for a good sale



A/B/C TESTING

Emphasis on "A/B" Testing through AIDA model and personas across all channels



WEB ADS – PREVIEW SERIES

Email Example

 untitled Give Feedback Help Preview and Test ▾ Save as Template Save and Exit ▾

#BurberryBlack

Ready for adventure this holiday season? You're not ready until you've outfitted (gifted) yourself the proper attire. Online exclusive, unveiling underway @ burberry.com/burberryblack

- [Little Black Dress, Yes!](#)
- [Black Ops Present Research - We've got your back!](#)
- [Martini Party? Check out our Jane Bond look...](#)



An event of the season to celebrate you! Online only, while styles last, through Cyber Monday.

Cheers!
#B



Text

Content	Style	Settings
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B *I* U     Clear Styles  

Styles ▾ Font ▾ Size ▾    

Merge Tags ▾       

#BurberryBlack

Ready for adventure this holiday season? You're not ready until you've outfitted (gifted) yourself the proper attire. Online exclusive, unveiling underway @ burberry.com/burberryblack

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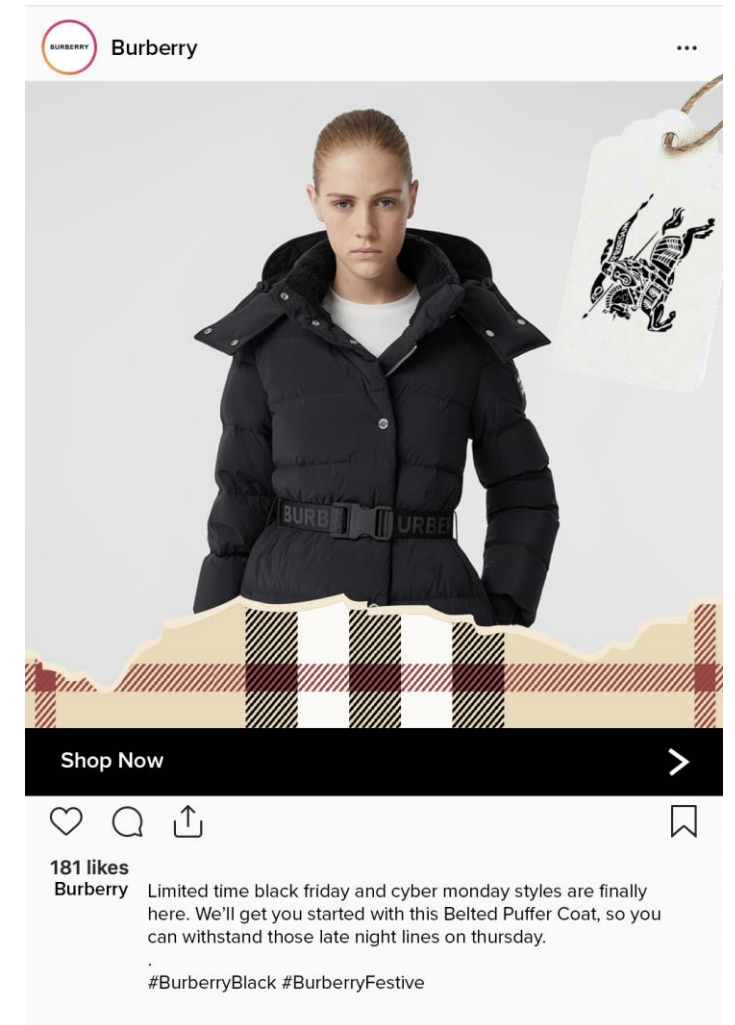


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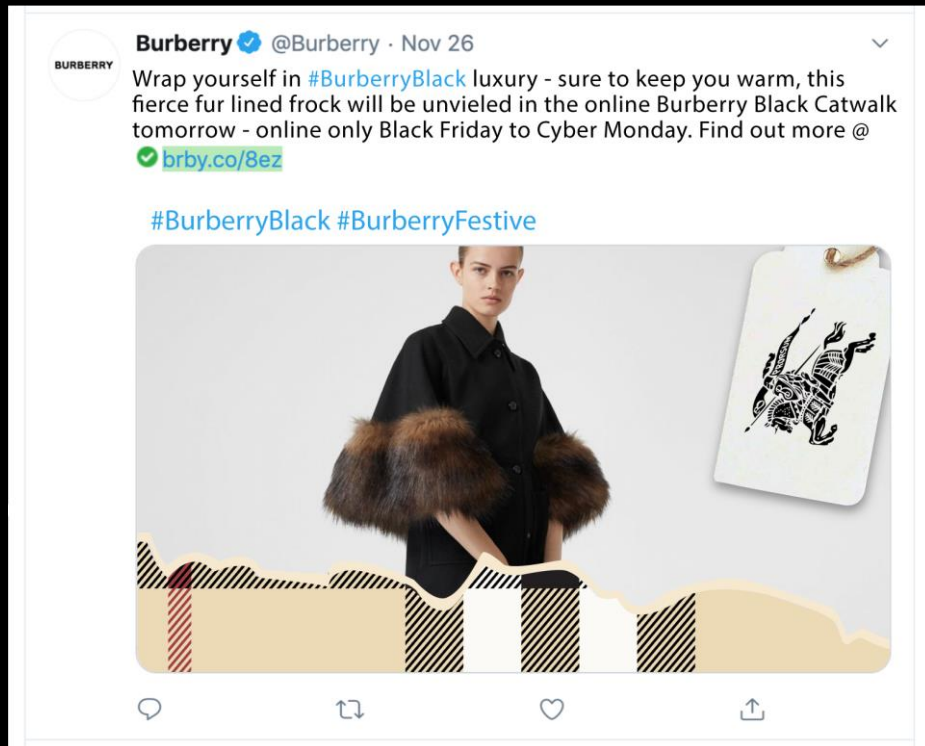
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Instagram Campaign Optimization Overview

- This campaign is focused on organic, & gives the reins with lotteries by niche influencers
- We expect existing hashtags to drive visibility
- The influencers are stylists managing co-branded give-away-campaigns
- We will be selling directly on Instagram
- Ad spending on \$332,025
- Hashtags: #BurberryBlack, #BurberryFestive & style/event/season specific hashtag (utilizing 9-11 at end of post)



Twitter Campaign Optimization Overview

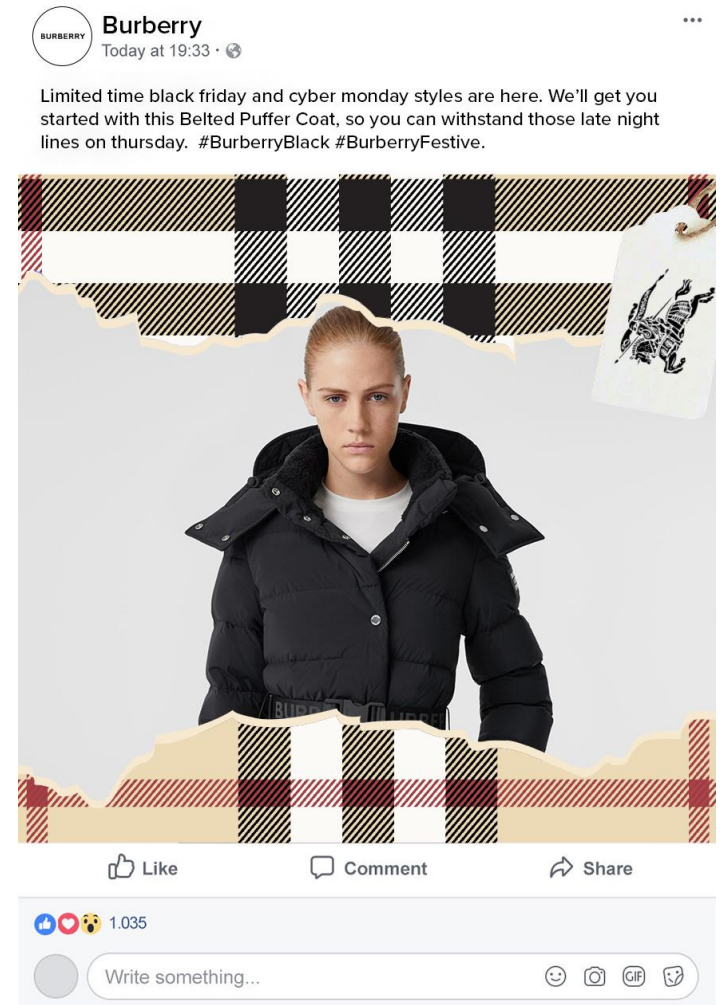


- Hashtags: #BurberryBlack & BurberryFestive
- Influencers (primarily stylists & critics) will be running coverage of campaign as it unfolds
- Contests will be active with stylists offering packaging with each campaign fashion

Daily Post Pushes	Weekend
12pm 3pm 5pm 6pm	Weekend times are managed in Hootsuite/optimized by segment

Facebook Campaign Optimization Overview

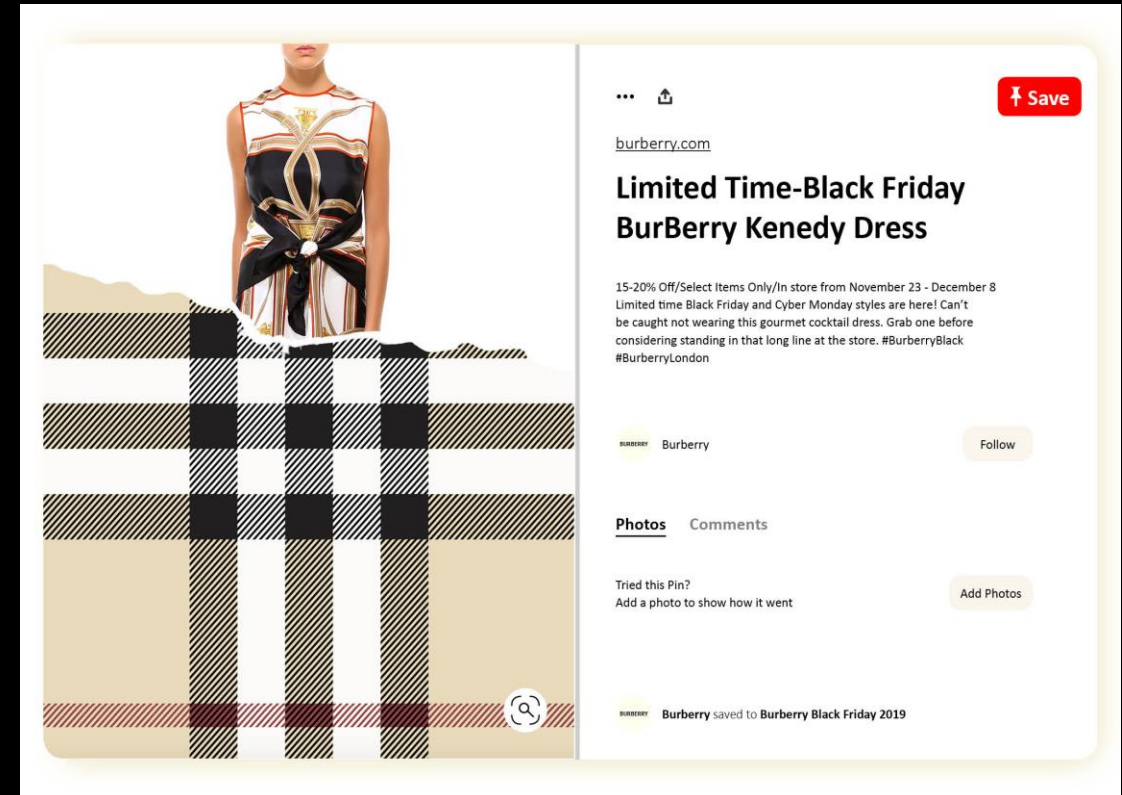
- This campaign is focused on connecting & interacting with viewers
- We expect high engagements
- Influencers (primarily stylists & critics) will be running coverage of campaign
- We will be selling directly on Facebook
- Ad spending on \$768,900
- Hashtags: #BurberryBlack, #BurberryFestive



Pinterest Campaign Optimization Overview

- This campaign is focused on attracting consumers and idea managers
- We expect an online teaser to drive curiosity and desire
- Website API is linked directly to Pinterest
- Ad spending on \$139,800 reaching 5 million daily over campaign duration
- Hashtags: #BurberryBlack #BurberryLondon

Daily Post Pushes	Weekend
11:00pm 3:30pm 5:00pm 6:00pm	Weekend times are managed in Hootsuite/optimized by segment



Budget -

We are allocating 5% of the holiday budget as follows:

Overhead	\$500,000
Ad Spending	\$1,747,500
Content Creation	\$2,500,000
Influencers/Talent	\$252,500
Total	\$5,000,000

Social Schedule Overview

This document is for distribution along with the Campaign Plan. Workflow & Scheduling of posts is in the website API for all channels except Twitter; Twitter is in Hubspot. Each channel being managed by the channel manager. Although all content will be on all channels, segmentation and number of posts/customer will be managed by the channel manager (Note asset number for specifications by channel).

Content Type	Day	Post Topic	Image/Video/GIF
Image	Friday November 23	Wrap Yourself in Luxury #BurberryBlack	bb2019001
Image Animation	Saturday November 24	Black Cocktail Dress	bb2019002
Image Animation	Saturday November 24	Black Evening Gown	bb2019003
Image Animation	Saturday November 24	Little Black Dress	bb2019004
Image Animation	Saturday November 24	Black Shift Dress	bb2019005
Image Animation	Saturday November 24	Black Accessories	bb2019006
Image Animation	Saturday November 24	Black fur lined dress coat	bb2019007

Social Schedule Overview

Content Type	Day	Post Topic	Image/Video/GIF
Image Animation	Sunday November 25	Black Cocktail Dress	bb2019009
Image Animation	Sunday November 25	Black Evening Gown	bb2019010
Image Animation	Sunday November 25	Little Black Dress	bb2019011
Image Animation	Sunday November 25	Black Shift Dress	bb2019012
Image Animation	Sunday November 25	Black Accessories	bb2019013
Image Animation	Sunday November 25	Black fur lined dress coat	bb2019014
Image Animation	Sunday November 25	Black Pant Suit	bb2019015
Image Animation	Monday November 26	Black Cocktail Dress	bb2019016
Image Animation	Monday November 26	Black Evening Gown	bb2019017
Image Animation	Monday November 26	Little Black Dress	bb2019018
Image Animation	Monday November 26	Black Shift Dress	bb2019019
Image Animation	Monday November 26	Black Accessories	bb2019020

Social Schedule Overview

Content Type	Day	Post Topic	Image/Video/GIF
Image Animation	Monday November 26	Black Pant Suit	bb2019022
Image Animation	Tuesday November 27	Black Cocktail Dress	bb2019023
Image Animation	Tuesday November 27	Black Evening Gown	bb2019024
Image Animation	Tuesday November 27	Little Black Dress	bb2019025
Image Animation	Tuesday November 27	Black Shift Dress	bb2019026
Image Animation	Tuesday November 27	Black Accessories	bb2019027
Image Animation	Tuesday November 27	Black fur lined dress coat	bb2019028
Image Animation	Tuesday November 27	Black Pant Suit	bb2019029
Video	Tuesday November 27	#BurberryBlack Line Details Semitransparent	bb2019030
Video	Wednesday November 28	#BurberryBlack Line Runway	bb2019031
Video	Thursday November 29	#BurberryBlack Line Party Intimate Moments	bb2019032

Social Schedule Overview

Content Type	Day	Post Topic	Image/Video/GIF
Video Clip	Friday November 30	Black Evening Gown	bb2019034
Video Clip	Friday November 30	Little Black Dress	bb2019035
Video Clip	Friday November 30	Black Shift Dress	bb2019036
Video Clip	Friday November 30	Black Accessories	bb2019037
Video Clip	Friday November 30	Black fur lined dress coat	bb2019038
Video Clip	Friday November 30	Black Pant Suit	bb2019039
Video Clip	Saturday November 31	Black Cocktail Dress	bb2019040
Video Clip	Saturday November 31	Black Evening Gown	bb2019041
Video Clip	Saturday November 31	Little Black Dress	bb2019042
Video Clip	Saturday November 31	Black Shift Dress	bb2019043
Video Clip	Saturday November 31	Black Accessories	bb2019044
Video Clip	Saturday November 31	Black fur lined dress coat	bb2019045

Social Schedule Overview

Content Type	Day	Post Topic	Image/Video/GIF
Video Clip	Saturday November 31	Black Pant Suit	bb2019046
Video Clip	Sunday December 1	Black Cocktail Dress	bb2019047
Video Clip	Sunday December 1	Black Evening Gown	bb2019048
Video Clip	Sunday December 1	Little Black Dress	bb2019049
Video Clip	Sunday December 1	Black Shift Dress	bb2019050
Video Clip	Sunday December 1	Black Accessories	bb2019051
Video Clip	Sunday December 1	Black fur lined dress coat	bb2019052
Video Clip	Sunday December 1	Black Pant Suit	bb2019053
Video Clip	Monday December 2	Black Cocktail Dress	bb2019054
Video Clip	Monday December 2	Black Evening Gown	bb2019055
Video Clip	Monday December 2	Little Black Dress	bb2019056
Video Clip	Saturday November 31	Black Pant Suit	bb2019046

Social Schedule Overview

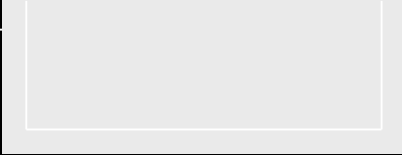
Content Type	Day	Post Topic	Image/Video/GIF
Video Clip	Monday December 2	Black Shift Dress	bb2019057
Video Clip	Monday December 2	Black Accessories	bb2019058
Video Clip	Monday December 2	Black fur lined dress coat	bb2019059
Video Clip	Monday December 2	Black Pant Suit	bb2019060

There is a purposeful contrast
between the clothing and the
installation/stage and props/extras.
These contrasting themes hint at
the diversity of our brand across
the globe and intrigue that occurs
for those who wear our styles.

Es Devlin

Kirsty Mitchell

Wendy Finerman
Productions



Unveiling

Black Diamond
#BurberryBlack Cinematography



CINEMATOGRAPHY MOODBOARD



CINEMATOGRAPHY MOODBOARD