

Rich media: Why luxury brands are betting on video

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At first blush, luxury **brands** may not seem like a great fit for online video. They've traditionally used glossy magazine ads, billboards and, to a lesser extent, TV ads, to disseminate their highly stylized images.

The reason the industry has relied on TV to a "lesser extent" is the nature of television **advertising**, which is **designed** to reach as many people at once as possible, or at least to try to hit a single demographic en masse. The limitation of the format is another issue: For a luxe brand it is especially difficult to tell your story in 30 seconds. Finally, there's the issue of context. If you're Louis Vuitton, your slick and powerful TV spot may be wedged between an ad for diapers and another for a local, ambulance-chasing attorney. You have no control.

Given these traditional constraints, it's not surprising to see that many top luxury **brands** and even up-and-coming luxury **brands** have been flocking to online video lately. In particular, **brands** such as [Chanel](#), **Timo Weiland** and **Hanley Mellon** have all made online video a cornerstone of their **strategies**. There are four main reasons why:

People like it

A [recent study](#) of upscale males by search marketing firm iProspect and Internet media researcher comScore, for instance, found that consumers preferred video ads to all other types. "Luxury brands typically have unique and interesting subject matter for video," the study noted. "Video is also very shareable, making it an excellent asset for **social** channels."

It's no wonder that luxury **brands** are doubling down on online video. Aside from posting product and **brand** imagery, luxury **brands** [report](#) that video is the No. 2 tactic they use to engage fans and followers.

It's superior to other media

Until fairly recently, the default media for luxury **brands** was print – in particular ads in glossy fashion magazines. Despite the decline of print **advertising** in general, rates are still prohibitively high for some. A full-page ad in Harper's Bazaar can run as high as [\\$150,000](#).

TV is similarly expensive. A 30-second ad during The Walking Dead can run as high as [\\$400,000](#), according to Variety. It is unlikely most of the people seeing your TV ad will be in

the market for luxury goods, anyway.

By contrast, you can run an effective online video campaign starting in the low five figures. And it's an efficient spend. Thanks to behavioral targeting and other data, you can get your ad in front of consumers who are interested in luxury goods and who can afford to buy them.

Free of the :30

Taking TV out of the mix gives brands the freedom to experiment with video and provide something more, well, luxurious than a typical 30-second spot.

Established luxury **brands** have paved the way. **BMW** set the stage for such extravagance way back in 2001 with a series of short films running about 10 minutes each and featuring stars like Clive Owen, Madonna and Gary Oldman, among others. Since then, Chanel has tried its hand at long-form with a [15-minute hit video](#) detailing the history of the brand. **Prada** also enlisted director Wes Anderson for a [short film](#) (since taken down) that evoked classic French films of the 1960s. **Bentley** has also embraced long-form with a [5-minute video](#) featuring skier Chris Davenport racing around the mountains in a black-and-white travelogue.

More recently, up-and-coming luxury brands have embraced this approach. Timo Weiland introduced himself with a [stylish 3-minute video](#) explaining his backstory while Hanley Mellon released a [3-minute video](#) **brand** introduction and an overview of its Kenya spring collection's inspiration.

Embracing change

Though there are some outliers in the luxury industry like BMW, overall it's an industry that resists change. That's why it's encouraging to see luxe brands, both long-established as well as up-and-coming, recognizing the **creative** freedom and efficiency that online video offers.

Telling stories is an integral part of **brand** building, but luxury brands have to tell better stories than most. As more and more turn to online video, I'm excited to see how that storytelling will evolve.