



White paper

Video en Vogue

How Video Changed the Fashion Industry Forever

Intro

When the first music video screened on MTV in 1981, nobody realised that something major had just happened. Something that would change the shape of the music industry forever.

Video really did kill the radio star.

Record companies found themselves caught up in a new race: music videos. They increased their marketing budgets and started shooting. Consequently artists such as *Madonna*, *Britney Spears* and the *Spice Girls* all reached superstar status, with their names, faces and style known worldwide thanks to their music videos.

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Generation Z, aka Generation Video

Video has evolved since the first days of MTV. Now most people view music videos on online platforms such as YouTube. These have a more informal atmosphere, and allow fans to react to the video and communicate with one another in the comments section.

Word of mouth has also changed. Rather than relying on fans sharing CDs or listening to the radio, music and videos are now shared online, posted on Facebook walls and retweeted. Snapchat, Vimeo, YouTube and Vine are all big players in the field. *Social Video* isn't just a turn of phrase - it's a strategy widely adopted by marketers and big brands.

The internet is central to the way that we consume media, and video is a big part of that consumption; 55% of internet users now watch at least one online video a day¹, with many entirely replacing terrestrial television with online viewing. By 2019 video is likely to account for 80% of global traffic, with nearly a million minutes of video being shared every second².

YouTube, one of the main video-sharing social media websites, attracts nearly a billion unique monthly users. Over 4.9 billion videos are viewed on YouTube every day – that's 3.25 billion hours a month³. The widespread use of YouTube amongst younger internet users makes it a perfect place for brands to publish video content and reach a wider user base.

Video has never been more fashionable

The luxury fashion industry has been slow to embrace social media and other digital technologies, preferring to preserve an elite image rather than seeking mass exposure.

Traditionally, luxury fashion brands have relied on photo shoots and glossy ads in magazines to showcase their products. But with these luxury magazines now jumping on the Social Video bandwagon, luxury fashion is going to have to embrace change. Interactivity has never been a luxury fashion buzzword, but brands are now beginning to embrace interactivity over exclusivity.

The luxury fashion sector is now trying to make up for lost time, realising that creative video experiences are the best way to engage with their audience, tell their story and leverage their brand image. One of the key advantages of video is that it can trigger a more personal experience for the viewer. Whether it's a livestreamed catwalk, behind-the-scenes footage or an interactive email video campaign, videos help viewers to see others using the brand's products - and therefore imagine using them themselves.

¹ www.brandwatch.com

² www.tubularinsights.com

³ YouTube Company Statistics

Burberry: frontrunners in fashion video

British fashion house Burberry is a great advocate of video, being one of the first big names to livestream their catwalk shows, a practice that is now widespread.

Burberry have also had much success through their creative video campaigns. The 2013 *Burberry Kisses* social media campaign was amplified with video in partnership with Google, and earlier this year they released a cinematic video, shot and directed by Oscar winner Steve McQueen, to launch their *Mr Burberry* fragrance.

When it comes to producing video content, the luxury fashion elite (Chanel, Dior and Burberry) all favour the same technique. Rather than specifically advertising one product, their video content is more cinematic in style, raising awareness of the brand and the brand lifestyle.

As well as short films, they use less formal methods such as tutorials and behind-the-scenes footage to engage their viewers, sharing intimate moments with them to make them more engaged with the brand. Burberry even has a YouTube playlist dedicated to British artists performing live wearing Burberry. This endorses the brand's heritage while depicting the *Burberry lifestyle*. Combining these videos with songs is particularly effective as viewers are more able to develop an emotional attachment to the song, and therefore the brand.

Net-A-Porter is another fashion brand who has mastered the use of video, publishing useful workout tips and celebrity interviews to reach its 142 thousand YouTube subscribers. This means that they can project their brand identity, truly connecting with their younger audience.

A picture is worth a thousand words: why video is so effective

According to *Campaign Monitor* (email marketing software provider), including a video within an email campaign increases open rates by 19%, boosts click-rates by 65% and reduces unsubscribes by 26%⁴.

⁴ www.campaignmonitor.com

So what is it about video that makes it so effective?

Remember the old saying “A picture is worth a thousand words”? It may be a cliché, but it’s true. Our brains process visual imagery 60,000 times faster than text, and can recall visual imagery far easier than words⁵. This means that a few minutes of video footage will be far more effective at relaying your message and showcasing your products as well as fostering deeper and more emotional connections with your audience.

Furthermore, whether they are an interview, an animation, a catwalk or behind the scenes footage, videos can help to convey the brands emotions and personality, working to create a positive brand image. And from an analytical perspective, there are numerous ways that marketers can measure the success of their video campaign. Play rates, watch rates and social shares can all help to determine your next strategic move.

Fast Fashion and Social Video

Fast fashion bypasses the wait between catwalk and market, ensuring that designs move one to the other as quickly and cheaply as possible. In recent years it has grown in popularity due to its affordability and customers desire for fashion clothing.

As a consequence, new trends have shorter lifecycles, with consumers spending less on clothing. The fashion calendar also no longer consists of just two seasons: Spring-Summer and Autumn-Winter.

Within this new revolution, social video has a significant role to play. In an insta-world, where we can purchase films at the click of a button, the public is no longer prepared to wait months for magazines to write reviews of new collections before they are available to purchase. Instead, social videos posted on platforms such as Instagram and Snapchat enable consumers to view catwalk shows in real time and - more importantly - *click and buy* in an instant.

It makes sense, therefore, that today’s generation of models are renowned for their social media influence, bringing their followers to the social media campaigns of major labels. With Instagram stars such as Cara Delevingne, Kendall Jenner and Alexa Chung having social media followers in the millions, it makes sense to capitalise on their success.

⁵ www.replayscience.com

Why luxury brands are choosing to localise their video content

Multinational luxury fashion companies know only too well that to achieve and maintain global status they must build a strong local presence - globally. This can only be achieved through sensitivity and responsiveness to national differences and for this you need the art of Localisation.

Unless your video footage is truly universal, the process of localisation still needs to be gone through - preparing your product and message for new locations, new cultures and new audiences.

Having invested significant time and money on beautifully-crafted video campaigns, it's little wonder that fashion leaders often prefer to repurpose their videos for different territories rather than creating new content, to avoid diluting their brand message.

But to truly appeal globally, luxury fashion brands need to make it easier for international viewers to find - and fully enjoy - their content. By adding translated captions and subtitles, brands can quickly increase their global views, the length of time their content is relevant and, most importantly, develop an international community by building trust in overseas markets.

This isn't always as easy as a simple language change, however, since international cultures are so diverse. Often two countries might speak the same language but have cultural differences that mean a translated slogan won't resonate in both markets. First and foremost cultural differences need to be addressed.

Alpha's in-house Audio-Visual (AV) team are specialists in the Luxury Fashion industry and are adept at localising AV content through subtitling, dubbing, voice-over recording, animation and captioning. We understand the importance of preserving your brand message, and that is why translation quality is always at the heart of our process.

So yes, *video did kill the radio star*, and it's definitely shaking things up in the luxury fashion industry. But by maximising your video's reach through localisation and integrating video with other media, it needn't kill off the fashion editor just yet!

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