

Burberry unveils global digital campaign

LONDON, United Kingdom: Burberry has developed an interactive advertising campaign that allows users to select and control the view and perspective of the campaign, cast and products

By [Olivia Solon, creamglobal.com](https://www.creamglobal.com) 25 Jun 2010

Visitors to the Burberry site can find images and videos that can be clicked, rotated, paused and dragged 180°, showing off different angles of the collection with a 3D effect.

For example, when viewing the accessories range, a simple mouse click will make the model move her arm to show off a bag in a different pose. In another, the user can use the mouse to move between a view of the models' shoes to their handbags.

Some 14 images and six interactive videos showcase the Burberry Autumn Winter 2010 collections. The campaign is available on all Burberry digital platforms: Burberry.com, Facebook, YouTube and Twitter.

Christopher Bailey, Burberry chief creative officer says: "This campaign protects our authentic and timeless heritage and evolves the modern way in which we communicate that. The Burberry campaigns have always been characterised by the dynamic British cast and I wanted to express the individuality and the energy behind each of their different creative expressions. Burberry was founded on innovation and outerwear and I want anyone who sees the campaign not just to see images, but to feel a part of what we have created; connecting people through technology, music, the collections, the attitude, and the emotion captured."

Burberry, which is headquartered in London and a member of the FTSE 100, was founded in 1856.

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