

Case Study

Burberry

Homepage Takeover



Objectives

Enhance Burberry brand awareness by promoting visibility of Burberry's 'With Love' festive campaign to premium target audiences.

Use emotive rich media to inspire gifting and drive Burberry website visits.

Solution

Format: Homepage Takeover created by Adform Production

Devices: Desktop and tablet

Placement: Homepage on Yahoo! in five key markets (UK, France, Spain, Italy and Germany)

As you'd expect, the 100% SOV Homepage Takeover includes a synchronised Billboard and an MPU. The innovative part of this campaign was the embedded video playing within the units – a charming, branded animation that plays upon load with iconic images of the specific cities from each of the markets. The unit was designed to be highly emotive, and impactful yet unobtrusive and within standard IAB banner dimensions. After clicking on the unit, the user is re-directed to the Burberry website.

[Click here](#) to see the campaign