

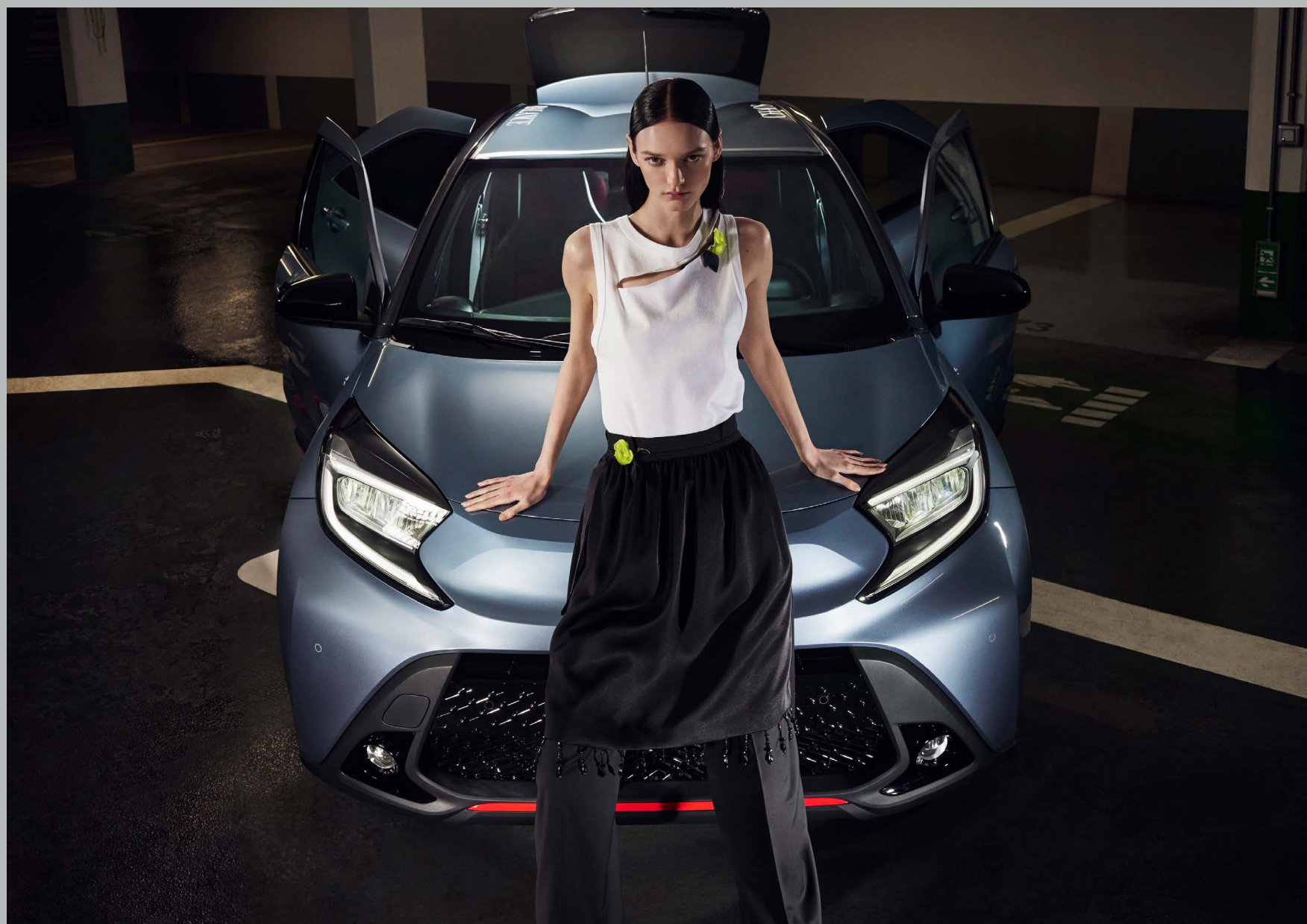
# Springó



**FIVE  
PRINCIPLES  
OF BRAND  
ELEVATION**

**SPRING ISSUE 02**

# FIVE PRINCIPLES OF BRAND ELEVATION



## *Brand Marketing in the New Era of Luxury*

We have entered a new era where luxury consumers are curbing discretionary spending and yet setting ever-higher benchmarks when it comes to their relationship with brands. In order to engage with audiences on an emotional level, brands - more than ever - need to cultivate their unique point of view. With consumers seeking greater meaning and connectivity, increasing

value is placed on the knowledge and cultural credibility a brand has to offer. Spring believe that brand marketing isn't just the mandate 'du jour', it's essential to growth performance and, at its most effective, connects to the cultural moment and context. Whether a mass, premium or luxury player, there's opportunity to elevate the audience experience of your brand by harnessing these 5 key principles.

# EXPERIENCE OVER REACH

Fashion and luxury brands value experience over reach - engaging communities through passions and values to drive deeper emotional connectivity.

It's key to envision a bigger role for the brand in people's lives: imbuing an elevated experience around the purchase and use of product to create greater enjoyment and meaning. Often this inspires the creation of a bigger lifestyle a brand can own.





**CASE STUDY:**

*Fortnum & Mason Food and Drink Studio*

The department store's 3rd floor has become a destination for connoisseurs to indulge their culinary passions. Beyond stocking an eclectic array of produce, the Studio hosts customer workshops, live cooking demonstrations and chef-led

masterclasses where attendees can discover global cuisines and master new skills. A series of supper clubs, book launches and live podcast recordings offer foodies unprecedented access to experts from the world of food & drink.



# NEW CULTURAL VALUES

Powerful brands create their own space, changing the conversation in the category, elevating them above the competition.

This is about disrupting conventions in the category to create something new. It starts with identifying and elevating unseen passion points yet to be fully recognised and activated in culture. Cultural signals – new values rising up – are the substance and inspiration for creating new worlds and new meaning.



**CASE STUDY:**

*Chanel – The CHANEL Next Prize*

Just as Gabrielle Chanel herself championed the innovators and trailblazers of her day, Chanel’s legacy of supporting avant-garde artists continues with its biennial award. Individual grants of €100,000 are given to ten artists - in music, dance, performance, film, visual

arts and digital design - who are radically redefining their respective fields. The Prize seeks to move art culture forward by creating “conditions for artists to experiment with visionary ideas, test new forms of artmaking, and collaborate across disciplines.”

# SUBVERSIVE COMMUNITY

Brands must have cred with arbiters of culture and style to get picked up by discerning audiences that crave insider knowledge and access. Look to identify and get under the skin of subversive communities, and partner with new voices to nurture the cultural credibility that fuels desire.





For Toyota's first ever collaboration, with *UNDERCOVER* by Jun Takahashi, Spring tapped into the passion of the *UNDERCOVER* community to inspire a new world for fans to discover. As a culturally subversive brand, we had to get under the skin of what fans loved about it to ignite conversation and spread it to our conquest audience. *UNDERCOVER* hypebeasts appreciate designs that double as cultural artefacts, so our strategy was to extend storytelling

into an immersive world, using the car as conduit, with the hidden city of Paris, Tokyo. This underground metropolis, home to the *Aygo X UNDERCOVER* model, was created in Unreal Engine for people to explore and test their knowledge of *UNDERCOVER*, as well as find the new car. The experience ignited engagement with fans by building on the codes of a brand world they loved, while contributing more to it.



# THE ART OF CRAFT

Craft exists in a state of perpetual evolution, driven by shifts in culture and new capabilities in craft skills as well as tech innovation. Mastery in craft requires a deep understanding of creativity, past and present, while being on the pulse of where it is going. Look to understand the prevailing codes, and then interrogate whether some should be broken so that we can continue to create desire through new expressions of creativity.

Cross-pollinate across craft skills: from design and concepting, to directing, talent, photography, elevated CGI, and immersive technologies, to create new expressions of craft and creativity.



## CASE STUDY

### *Gucci Cosmos*

The innovative travelling exhibition invited attendees on a journey through Gucci's past, present and onto the dawn of an exciting new chapter under newly-appointed Creative Director, Sabato De Sarno. Uniting two talents from across the fashion spectrum, contemporary artist Es Devlin conceived the exhibition's unique design, while theorist and critic,

Maria Luisa Frisa, brought her curatorial lens to unearth new treasures from the house's storied archive. The experience celebrated the house's unique artistry & craft, drawing on seminal themes from Gucci's history by combining sets, sculptures, and products, brought to life via immersive, futuristic 3D digital installations.



# CHARACTER AND DEPTH IN CASTING

More than a superficial reflection of the audience, casting should bring a sense of cultural discovery to the narrative via talent.

Scout for the emerging signals in culture and identify those who embody the shift and can serve as new beacons of exploration and discovery for audiences. Rather than relying on long-standing icons, look to integrate the emergent, while being sure to lay the foundation for a diverse and inclusive future.

Milan fashion house Marni wanted a social campaign that tapped into how their clothes could be a canvas that people can use to express their authentic selves. Spring grew this idea into a series of films featuring unique personalities with passions, talents and looks that reflected the brand's own curious and

unexpected nature. Casting looked beyond the usual influencers and stereotypes, tapping into worlds at the edge of culture to uncover a radical-feeling mix of characters – including a modern-day shaman and circus performer – that lent a deeper level of meaning to the category.





Summary:

# SPRING'S FIVE PRINCIPLES OF BRAND ELEVATION

## 01. **EXPERIENCE OVER REACH**

Engage communities through passions and values to drive deeper emotional connectivity around product and product use. Often this inspires the creation of a bigger lifestyle a brand can own.

## 02. **NEW CULTURAL VALUES**

Disrupt category conventions by identifying and elevating unseen passion points yet to be fully activated in culture. New values rising up are the substance and inspiration for creating new worlds and new meaning.

## 03. **SUBVERSIVE COMMUNITY**

Research niche communities relevant to your brand and work with new voices to tap into and nurture the cultural credibility that fuels desire.

## 04. **THE ART OF CRAFT**

Examine category and creative codes, past and present, to understand where it is going: what can be broken and what to keep. Continue to experiment and expand capabilities to inspire new expressions of creativity.

## 05. **CHARACTER AND DEPTH IN CASTING**

Rather than relying on long-standing icons, look to integrate the emergent signals in culture and those who embody the shift, while ensuring to lay the foundation for a diverse and inclusive future.

# Spring

If you'd like to find out more about how partnering with Spring can help you to elevate your brand, please reach out to us at:

**CONTACT@SPRINGSTUDIOS.COM**

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