

Branding products in advertorials

So what makes an advertorial successful to retrieve a healthy investment return?

There are two fundamental elements in ensuring a victorious return....

The most important step you must always take is to include artwork and photography of the highest quality. Through the use of models in photo shoots representing the vision of the brand marketer's intentions, the photography is a must have element to portray the brands intentions. These photo shoots have a particular specification by the brand and the publisher to create an exhilarating moment of inspiration towards the advertised product. By placing products within a photo shoot, you are enabling your reader and your customer to feel the excitement of an upcoming product. There have been many publishers and brands who work so effortlessly to bring to you the content you so wish and desire to read. The importance of fashion advertorials from anyone such as Vogue, Topshop, Louis Vuitton will always have a much needed return of investment through key methods of product advertisement.

As many of us understand, photo shoots comprise one of the most expensive elements of magazine publications, however with the expansion of consumerism; many readers will often buy their favourite magazine purely to see these advertorials, featuring a new love for a specific product and who may have been featured as an ambassador.

Placing products in campaigns are the go to must feature of good advertorials! Often, many fashion advertorials will incorporate a famous face, which the reader can understand through loyalty to their favourite brand and publisher. This is a vital 'soft sell' feature which Vogue exemplifies as being the most important. What more could a reader ask for if they can see their favourite brand marketers being advertised in their favourite magazine. As many publishers are aware....CONTENT IS EVERYTHING! Without great content, captivating imagery and photographs which capture the sensation and thrill from producing magazines, will only decline readership.

So for ideas and references to those all important advertorials take your pick here as we bring to you some of the most successful fashion advertorials. Magazines have now successfully incorporated new and modern techniques of visual excitement and interaction between the publisher, brand and reader by using a thick and glossy advertorial which stands out in a magazine. Ralph Lauren have often featured collections on the inside front cover by allowing the reader to pull out a double page advertorial which has been printed and laminated on a thick, visually stimulating card. Many of their advertorials have been incorporated into Harpers Bazaar's April editions which exploits their newest collections through a bursting array of exotic colours. Likewise, Louis Vuitton and Chanel have often featured more than two pages consecutively in a magazine with this thick and easily identifiable advertorial. The imagery is an absolutely stunning feature, and both the publisher and the brand work together to merge their branded values into one advertorial. Lancome as part of their newest brand advertisement within high profile magazines promoted their Teint Visionaire trial foundation which included a small tester for each reader. Once again, the advertorial was in the middle of the thickly bounded magazine and had a pull out advertorial which had beautiful images which featured the foundation in the middle surrounded by dark colours. The foundation itself sat within a blue fusion of light, emphasising the product as a new visionary product. Methods such as these

become the most successful and brands know exactly what they wish to advertise. With publishers understanding their intentions, they merely incorporate their own values into an advertorial to lure their readers in more readily.

Further examples are those from Pandora who were featured in Vogue's 2012 winter issues which featured a six page spread of a colour story which had an intense focus on style and how their new range can be mixed and matched and layered to reflect a personal style. Pandora were so successful through their collaboration with Vogue, they bought the rights to the photographs and was displayed in over 94 stores across Britain as well as Vogue featuring the campaign on their app. Schon Magazine are experts in advertising cleverly branded products such as an advanced renewal cream which was incorporated into a robot, emphasising the brands rapid advancement.

Lastly, when reading April's edition of Harpers Bazaar, many of us I'm sure were immediately captivated by the front cover featuring Kate Winslet, a beautiful and genteel woman who has so passionately enthralled society. Her photo shoot became a personal and intimate campaign advertorial which in hand created a behind the scenes film, looking at the photo shoot. From editors to stylists and makeup artists, the film was a successful feature of their April issue captivating many readers to watch the film. Methods of filming and creating narrative content are another method of creating a good advertorial. When 'Vogue met Topshop' was released, featuring the gorgeous Pixie Geldof around London in her own varied highly individual street style, a film was made to elevate the concept. Topshop had become so successful overnight through this advertorial campaign, they bought the rights to use the images and displayed them across 17 stores, online and in a film.

Many publishers and brands will vary in opinion in what makes a good advertorial, but what can be assured is that good content and photography is a no brainer. With all these elements in mind, you will ensure a return in investment with no question about it!