

# 2025 Video Commerce Global Blueprint

Fashion & Apparel Edition

Co Firework



# Disclaimer

---

This document contains examples of how various brands leverage video commerce to enhance customer engagement and drive sales. The content is intended for informational and illustrative purposes only. The examples provided are based on publicly available information and are not endorsements or partnerships unless explicitly stated. Firework is the leading AI-powered video commerce platform, transforming the way brands connect with customers through immersive, interactive, and personalized digital experiences. The brands and strategies mentioned in this document are independent of Firework unless otherwise noted. The information provided is accurate to the best of our knowledge at the time of publication. However, Firework makes no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability of the content. Any reliance you place on such information is strictly at your own risk. For more information about Firework and its services, please visit [Firework.com](https://firework.com) or contact us directly.

# Outline

Why Video Commerce?

What is Video Commerce?

Use Cases

Shoppable Video

Video Showroom

1:1 Video Chat

AI Virtual Assistant

Content Best Practices



# Why Video Commerce?

Exclusive  
Firework Insights

Based on 2024 data from

269 million Viewers worldwide

1255 Global Brands reviewed

606 Customer Data

Firework's proprietary research provides valuable insights into the **evolving video commerce landscape**.

# Ecommerce Sites Remain the Primary Transaction Channel

## Online Shopping Transactions

94%

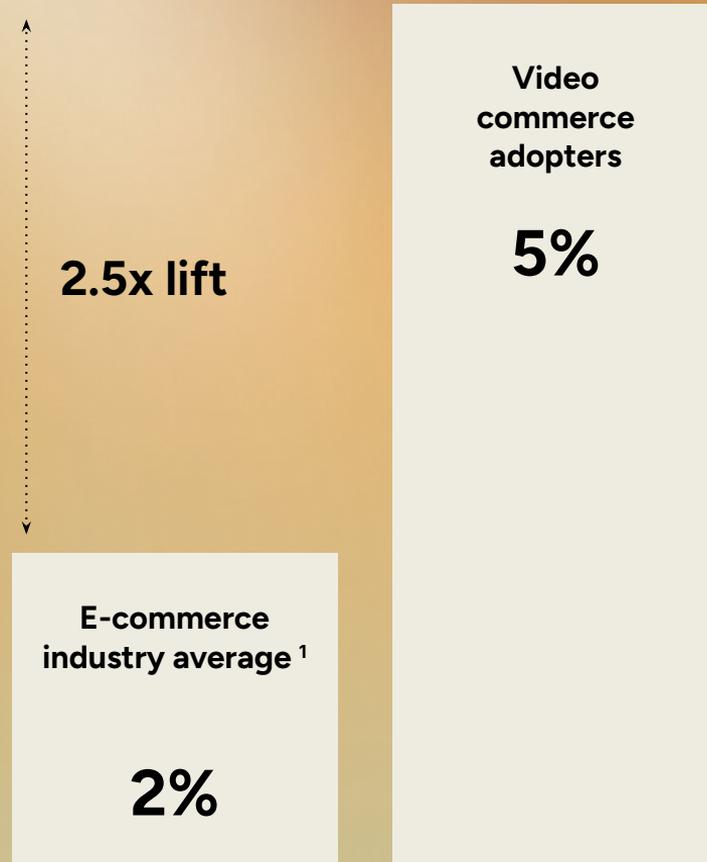
6%



Ecommerce  
Sites

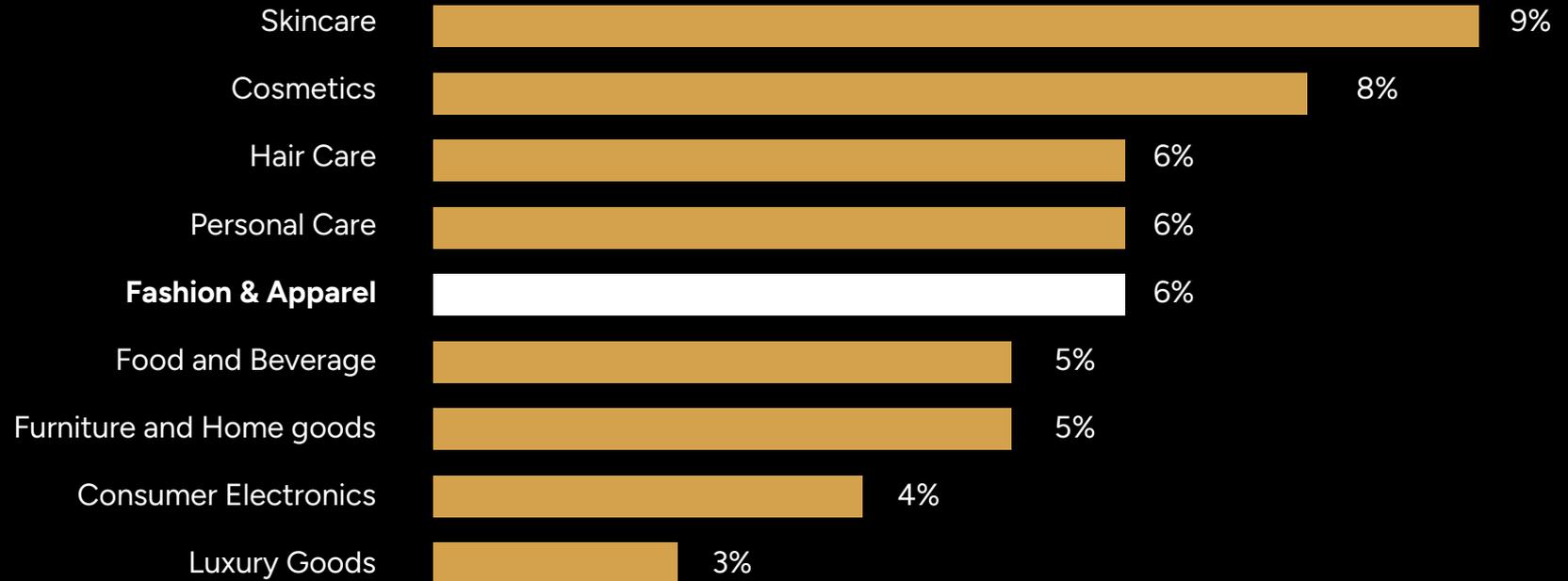
Social  
Media

Video Commerce  
Adopters See  
Higher Conversion  
Rates than the  
Ecommerce  
Industry Average



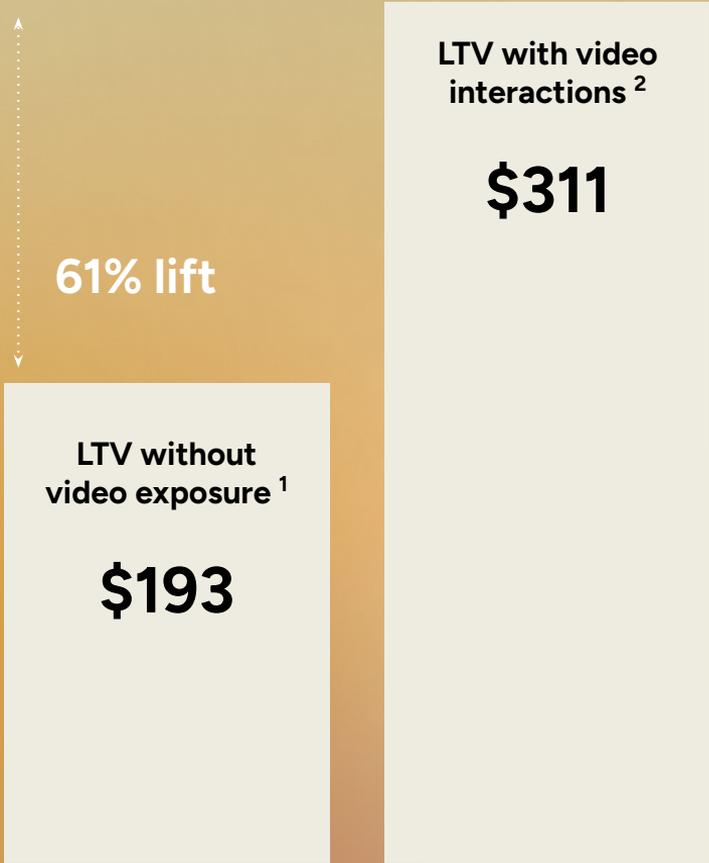
<sup>1</sup>What's a Good Average Ecommerce Conversion Rate in 2025? Shopify, 2025

# Conversion Performance Varies by Industry Among Video Commerce Adopters



Source: Internal Firework Research  
based on 600+ customer sample

Best observed  
Lifetime Value  
(LTV) in  
Fashion & Apparel  
Industry achieved  
61% lift



61% lift

LTV without  
video exposure <sup>1</sup>

**\$193**

LTV with video  
interactions <sup>2</sup>

**\$311**

<sup>1</sup>Video exposure is defined as the presence of video experience on the web page such as widget, floating player.

<sup>2</sup>Video interaction is defined as a shopper clicking to view a Shoppable Video in full screen, serving as the attribution point for its impact on engagement and purchase decisions.

# CVR benchmarks in the Fashion & Apparel Industry: average vs. top-performing videos

Fashion & Apparel industry average CVR<sup>1</sup>

**3%**

**18%**  
Best case in Shoppable Videos

**21%**  
Best case in Showroom Videos

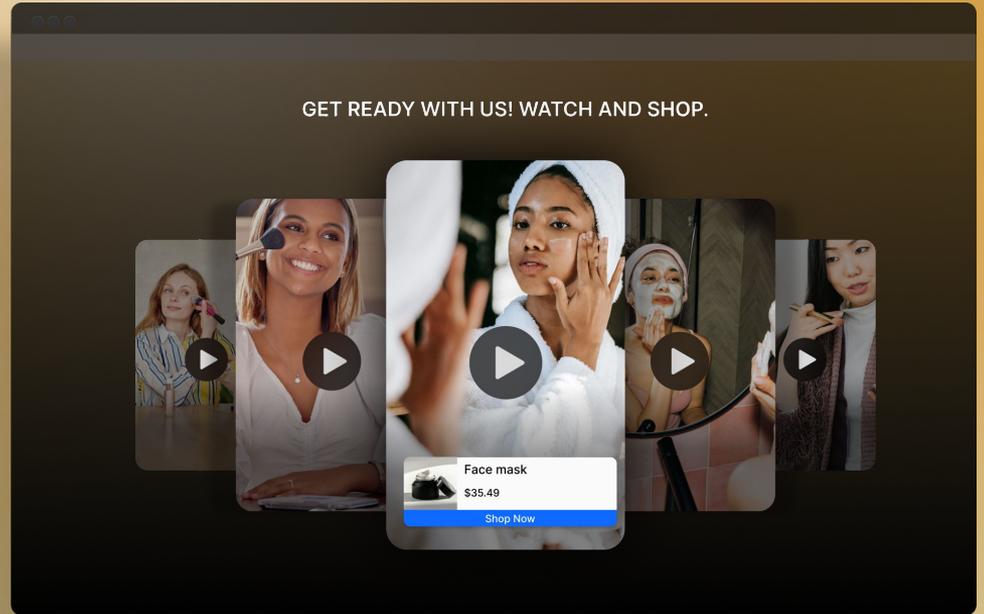
<sup>1</sup>What's a Winning Ecommerce Conversion Rate? Benchmarks & Insights for 2025, Optinmonster, 2025

# What is Video Commerce?

# Shoppable Video

A “One to mass” brief video format that integrates clickable links or tags, enabling viewers to directly explore and purchase featured products within the video

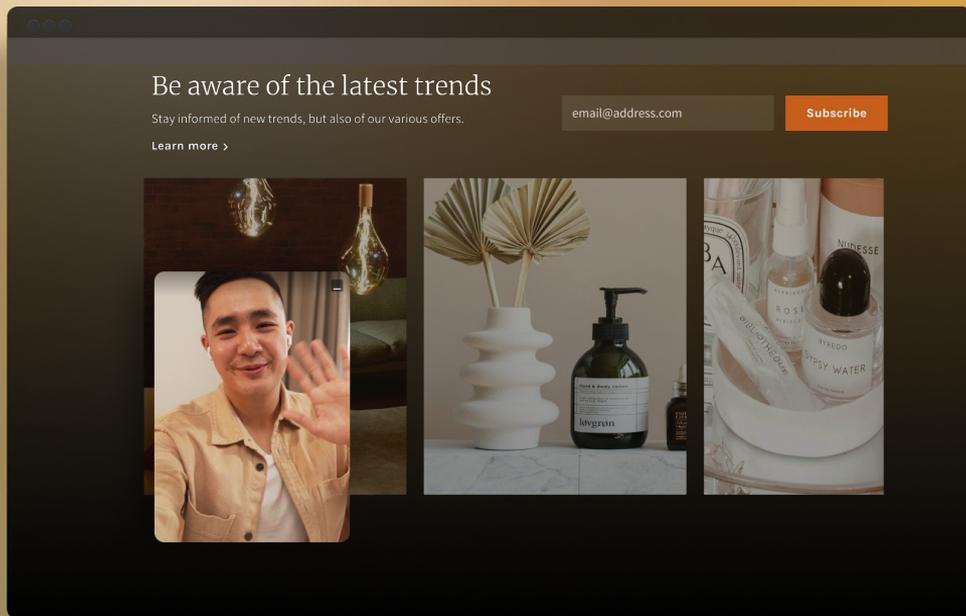
It brings the convenience of buying directly from video content



# One-to-One Video Chat

A “One to one” personalized video format where customers engage directly with a sales representative for tailored product recommendations and assistance.

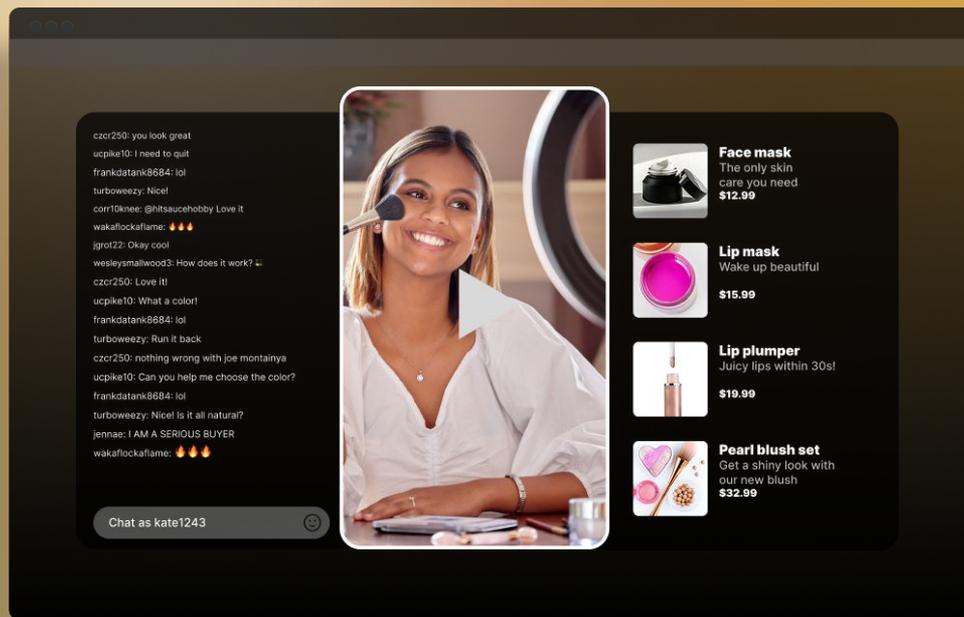
It enhances the shopping experience with real-time interaction, fostering deeper engagement and higher purchase confidence.



# Video Showroom

A “One to many” video format where hosts showcase and sell products in front of audiences, allowing viewers to interact via chats and make purchases directly during the session

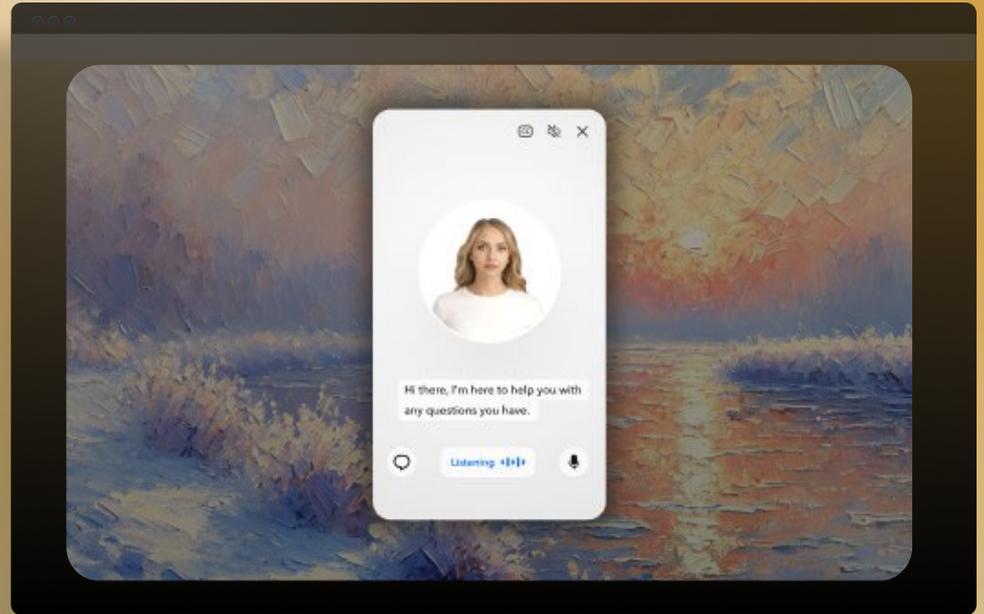
It creates urgency and excitement with interactive engagement



# AI Virtual Assistant

An AI Virtual Assistant provides real-time, personalized shopping assistance by answering customer inquiries, recommending products, and guiding users through the purchase process.

It creates urgency and excitement with instant, data-driven responses and interactive engagement.





# Use Cases

**BURBERRY**

*Neiman Marcus*

**VOGUE**

**Levi's**

**NORDSTROM**

**BOSS**  
HUGO BOSS

**new balance**

**lululemon**

**JD**

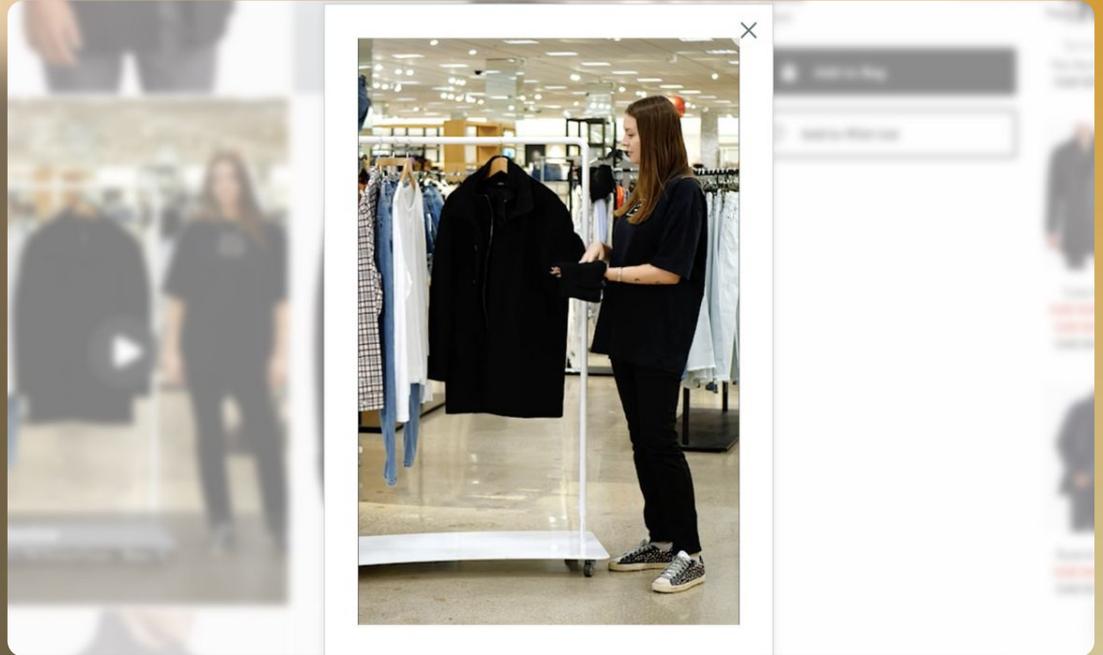
**AMERICAN EAGLE**

**SWAROVSKI**

# Shoppable Video

## Nordstrom uses employee-generated content to enhance online shopping

Employees are featured in short form videos explaining product features provide an engaging, in store-like experience.



# Nordstrom Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

### Creator

Employee Generated Content

---

### Video Format

Shoppable Video,  
Video Showroom

---

### Refresh Frequency

Every 2-3 months

---

### Placement

Product Page, Category page, Email, SMS

---

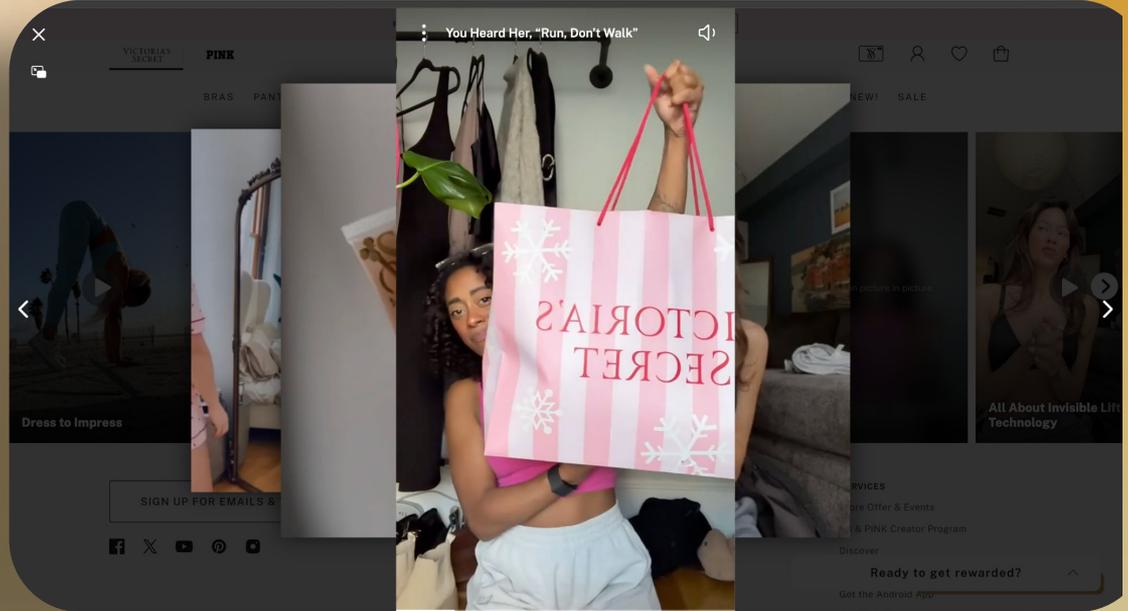
### Content Cost

No additional cost

## VICTORIA'S SECRET - CATEGORY PAGE

# Victoria's Secret leverages UGC content to showcase style inspiration

Victoria's Secret utilizes user-generated content to highlight real customer style inspiration, bringing authenticity and engagement to the shopping experience. By featuring real people wearing their products, the brand creates a community-driven approach.



# Victoria's Secret Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

**Creator**

User Generated Content

---

**Video  
Format**

Shoppable Video

---

**Refresh  
Frequency**

Once a month

---

**Placement**

Product Page, Category page

---

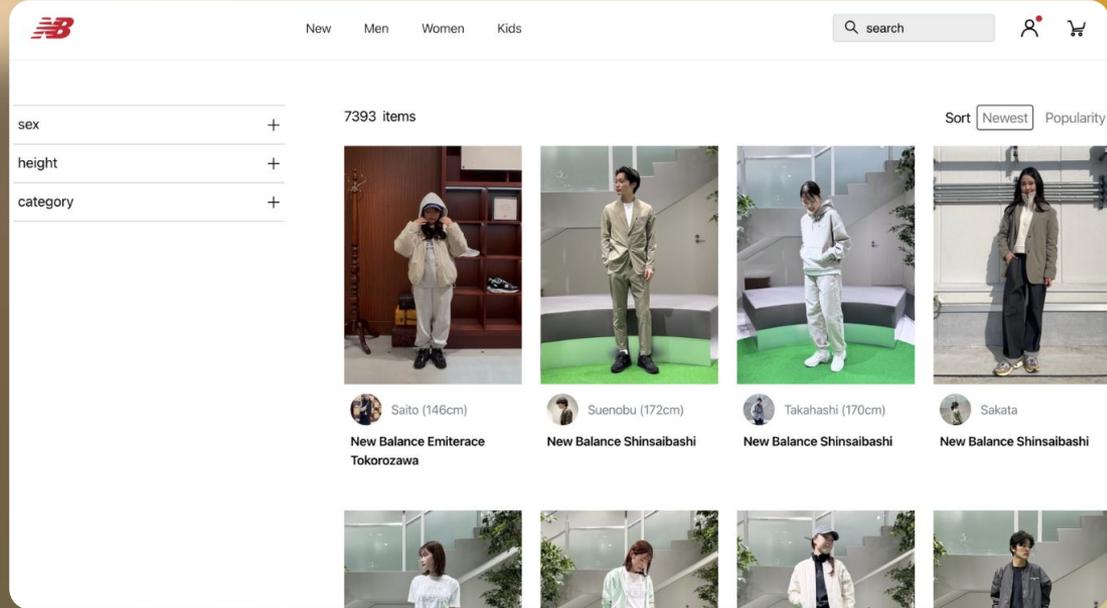
**Content Cost**

No additional cost, repurposing  
existing social media content

## NEW BALANCE - CATEGORY PAGE

New Balance use employee generated content to create human connection

By showcasing real employees styling and recommending products, New Balance provides genuine inspiration and build trust with their audience.



# New Balance Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

**Creator**

Employee Generated Content

---

**Refresh  
Frequency**

Every 2-3 months for a new collection

---

**Placement**

Category Page, Product page

---

**Content Cost**

No additional cost

## Levi's uses employee generated content to create human connection

Employee generated content has a dedicated section on PDP showcasing how the product could be styled.

The screenshot displays the Levi's website interface. At the top, the navigation bar includes the Levi's logo and menu items: MEN, WOMEN, 501®, COLLECTION, NEW ARRIVAL, WINTERSALE, and OUTLET. A search bar is located on the right. The main content area features a large image of a male model wearing a dark denim jacket and jeans, standing in a store setting. To the right of this image is a user profile for 'Naoto KYOTO', 168 cm tall, with a 'to follow' button. Below the profile, there are dates '2025-02-05' and '2025-02-01' with a 'SEE MORE' link. A row of filter buttons includes '501', 'Made in Japan', 'Men's items', 'Women's items', 'Cropped length', and 'set up'. Below the filters are two product cards: one for 'BLUETAB™ 80'S 501® Rinse...' priced at ¥33000 and wearing size 30 INCH, and another for 'BLUETAB™ TYPE II TRUCK...' priced at ¥30800 and wearing size M. At the bottom of the main image, there is a horizontal strip of four smaller thumbnail images showing different styling options for the product.

## Levi's uses employee generated content to create human connection

Shoppers can also explore additional products from the employee's curated lookbook, gaining fashion inspiration and styling ideas.

The screenshot shows a Levi's product page with a navigation bar at the top containing 'MEN', 'WOMEN', '501®', 'COLLECTION', 'NEW ARRIVAL', 'WINTERSALE', and 'OUTLET'. A search bar is located on the right. The main content area features a large image of a person's legs in jeans and shoes, with a heart icon. Below it are two smaller images of the same person in different outfits, each with a heart icon. To the right of these images are two product listings: 'BLUETAB™ 80'S 501® Rinse...' priced at ¥33000 and 'WEARING SIZE 30 INCH', and 'BLUETAB™ TYPE II TRUCK...' priced at ¥30800 and 'WEARING SIZE M'. Below the main content is a section titled 'OTHER SNAPS BY NAOTO' featuring five images of a person in various outfits, each with a heart icon. At the bottom right, there is a button labeled 'Learn more >>'.

# Levi's Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

**Creator**

Employee Generated Content

**Refresh  
Frequency**

Every 2-3 months for new collection

**Placement**

Product Page, Category page

**Content Cost**

No additional cost

## JD Sports uses short form video to promote Nike

JD Sports uses engaging content to promote their collaboration with Nike and showcasing their products.

**MUSIC IN THE AIR**

[SHOP NOW](#)

@lola.brooke  
@kamauuworld  
@shweezed  
@domani  
@aliyahsinterlude  
@eemtriplin

What's up y'all

Interview with Aliyah

I would want on people

Shop Men's Nike

Interview with Eem

Interview with KAMAUU

What's good y'all

Interview with Lola

What's good

Interview with Sherwyn

Produced by Firework

# JD Sports Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

<b>Creator</b>	Brand (Nike) Generated Content
<b>Video Format</b>	Shoppable Video
<b>Refresh Frequency</b>	3-6 months depending on how long campaign is running
<b>Placement</b>	Category Page, Product Page, Email, SMS
<b>Content Cost</b>	No additional cost to retailer, brand owns content creation

## VOGUE - CATEGORY PAGE

# Vogue uses short form content to promote

Vogue utilizes short-form content to promote brands like New Balance by featuring sponsored videos that highlight athletes associated with the brand.

The screenshot shows the Vogue website's 'Vogue Shopping' category page. At the top, the 'VOGUE' logo is centered. Below it, a navigation bar includes links for 'Vogue Shopping', 'New Arrivals', 'The Cold Weather Shop', 'Under \$300', 'Trending Now', 'Wardrobe Essentials', and 'Editor Wish Lists'. A disclaimer states: 'Products are independently selected by our editors. We may earn an affiliate commission from links.' The main text reads: 'As if having peered into a crystal ball, nearly half of the spring 2024 fashion trends that the Vogue Runway team predicted for the season have trickled down into stores. Vogue's senior archive editor Laird Borrelli-Persson said it best when she wrote that the "fashion trends—both macro and micro—that emerged during the collections number almost as many'.

Below the text is a carousel of short-form video thumbnails. The central, largest thumbnail is a video titled '24 Hours with Coco Gauff' featuring a woman in a black jacket and a white crop top with a black and white letter pattern. A white arrow points from this video to a larger, full-screen version of the same video on the right. Other thumbnails include 'Life in Los Angeles with Russell Westbrook' and 'Life with Biles'. Each video thumbnail has a 'Watch' button at the bottom.

# Vogue Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

### Creator

Brand (New Balance)  
Generated Content

---

### Video Format

Short Form Video

---

### Refresh Frequency

Promotional, aligned with brand campaigns  
and product launches

---

### Placement

Category Page, Dedicated landing page

---

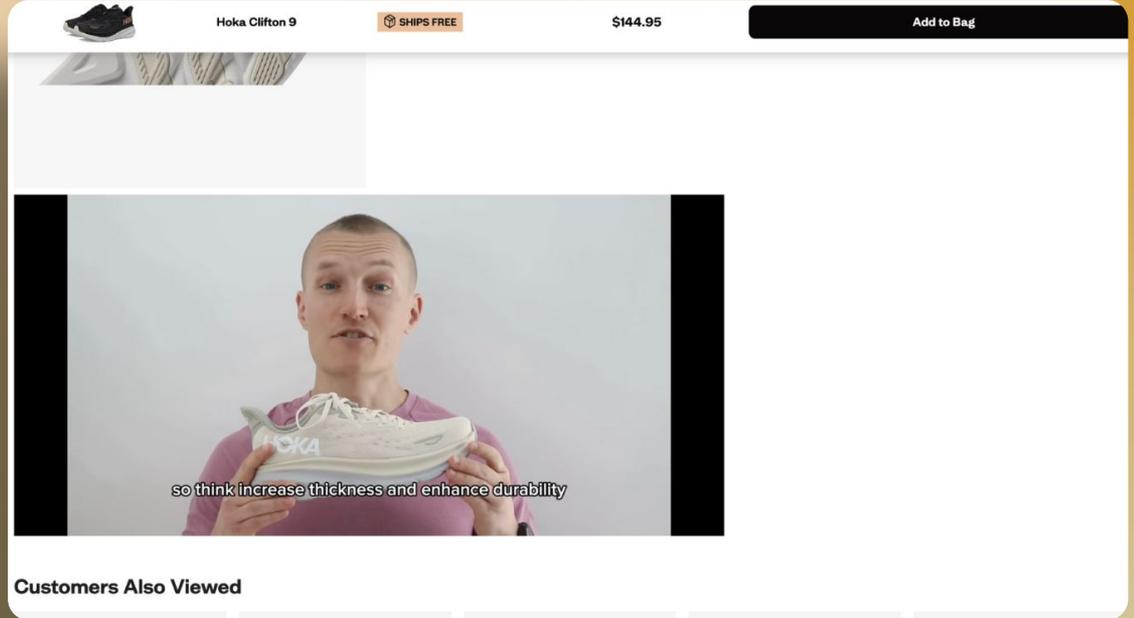
### Content Cost

No additional cost for publisher, the brand  
owns content creation

## ZAPPOS - PDP

# Zappos enhance online shopping with video

Employees create video content discussing key features, demonstrating fit and feel, and providing styling suggestions on PDP.



The screenshot shows the top portion of a Zappos Product Detail Page (PDP) for Hoka Clifton 9 shoes. The header includes a small image of the shoe, the product name "Hoka Clifton 9", a "SHIPS FREE" badge, the price "\$144.95", and an "Add to Bag" button. Below the header, a video player is embedded, showing a man in a purple shirt holding a white Hoka Clifton 9 shoe. The video has subtitles that read "so think increase thickness and enhance durability". Below the video, the text "Customers Also Viewed" is visible.

# Zappos Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. Basket size lift

**Creator**

Employee Generated Content

---

**Video  
Format**

Shoppable Video

---

**Refresh  
Frequency**

Every 2 to 3 months

---

**Placement**

Product Page, Category Page, Email, SMS

---

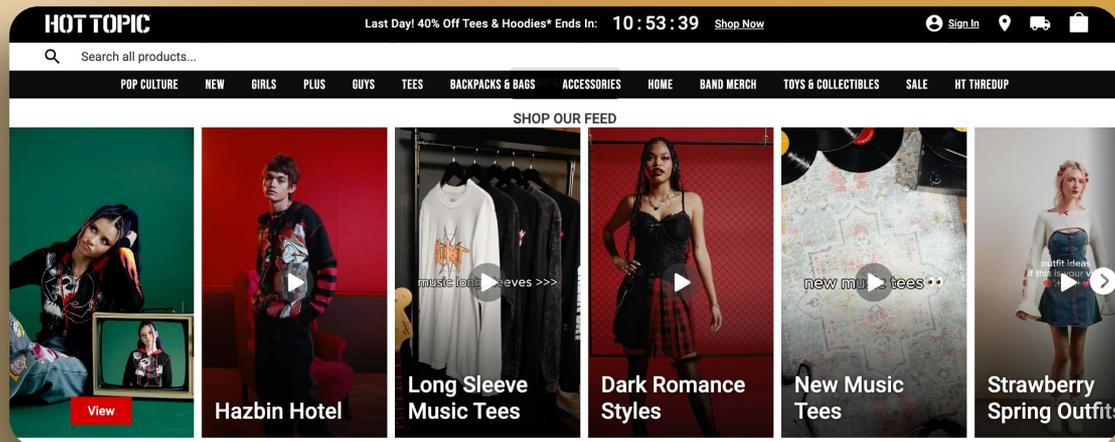
**Content Cost**

No additional cost

## HOT TOPIC- HOME PAGE

# Hot Topic leverages short form to inspire

Hot Topic brings the in-store shopping online, using short-form videos to showcase styling inspiration and create an engaging, interactive experience for shoppers.



# Hot Topic Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

**Creator**

Brand Generated Content

---

**Video  
Format**

Shoppable Video

---

**Refresh  
Frequency**

Every 2-3 months with trendy videos

---

**Placement**

Product Page, Category Page, Email, SMS

---

**Content Cost**

Low cost

# Video Showroom

## VIVAIA - PDP

# VIVAIA enhance online shopping with digital showrooms

The screenshot displays the VIVAIA digital showroom interface, which is divided into three main sections:

- Chat Window (Left):** A chat interface with a dark background and white text. The title is "チャット" (Chat). The chat history includes:
  - 夢見ただけです。ふるってご応募くださいませ。
  - ピラちゃん: ドットのやつ買いました!
  - narrowmochi: chicomint♡毎日ブーツやサンダル履いてます (1)
  - みんな: 🍌
  - みんな: 🍌
  - aiko: 🍌
  - fairseeds: 🍌
  - peppymoos: 🍌
  - fu jin o miya: 🍌
  - cozylatte: 🍌
  - cozylatte: 🍌
  - Suu: 🍌
  - fairseeds: 🍌
  - goldencorn: 🍌
  - honestcoconut: Margot Mary Jane ワイドタイプ 黒色 見てみたいです!
  - richcoffee: 500人!!
  - ウナ: 楽しみにしていました!
  - ピラちゃん: 🍌
  - fu jin o miya: 素敵🍌
  - richpudding: 🍌
  - wobblysherbet: みなみよろしくお願います。
- Live Video (Center):** A live video stream titled "VIVAIA初のライブ配信!" (VIVAIA's first live broadcast!). It shows two women in a retail environment. The woman on the left is wearing a white top, and the woman on the right is wearing a grey jacket. They are standing behind a table displaying several pairs of shoes, including a red Mary Jane shoe and a black Mary Jane shoe. A video player interface is visible at the bottom of the video.
- Shopping List (Right):** A list of products under the heading "ショップ" (Shop). The list includes:
  - 1 [Aria Walker 超撥水] ポインテッドトゥ 超軽量 厚底 フラットシューズ ¥16,900 ▶ ハイライト
  - 2 [Aria Walker] ポインテッドトゥ 超軽量 厚底 フラットシューズ ¥15,900
  - 3 [Aria Walker] ポインテッドトゥ 超軽量 厚底 フラットシューズ ¥15,900
  - 4 [Aria Walker] ポインテッドトゥ 超軽量 厚底 フラットシューズ ¥15,900
  - 5 [Aria 5] ポインテッドトゥ フラットシューズ ¥11,900 ▶ ハイライト
  - 6 [Aria 5] ポインテッドトゥ フラットシューズ ¥14,900
  - 7 [Aria Mary-Jane] ポインテッドトゥ VS

# VIVAIA Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. Basket size lift

<b>Creator</b>	Inhouse staff + External guest
<b>Video Format</b>	Video Showroom, Shoppable Video
<b>Refresh Frequency</b>	Every 3-6 months
<b>Placement</b>	Category Page, PDP, Homepage
<b>Content Cost</b>	Zero for inhouse staff, small fee for external guest.

## HOW WEAR WHAT - CATEGORY PAGE

# “Who What Wear” leverages live stream video to promote Levi’s

Offers viewers real-time engagement, allowing them to ask questions and receive immediate responses, thereby driving interest in Levi’s products.

**Chat**

uhh so cute!!

**isabelle**  
obsessed with this look!

**bubblycelery**  
ooo the thin belt with the skirt slays

**isabelle**  
such a fun combo

**Sandy Sandstone**  
love this top so much! it'd be so cute over a swimsuit

**Who What Wear** ◀ **isabelle**  
obsessed with this look!  
so good right?

**Natalie**  
such a good staple!

**bubblycelery**  
can you tuck it in too?

**Taylor**  
what size are you wearing in that denim button up? 41

**bubblycelery**  
cowboy carter vibes

**nicshoo**  
ive been looking for a good denim shirt!!!

**Taylor**  
this IS texas!

**Shop**

- 6 Levi's Ankle Column Skirt \$98.00 ▶ Highlight
- 7 Levi's Dry Goods Waffle Tank Top \$24.50 ▶ Highlight
- 1 Levi's Lola Button Up Shirt \$69.50 ▶ Highlight
- 2 Levi's Short Sleeve Rib Baby T-Shirt \$29.50 ▶ Highlight
- 3 Levi's Baggy Dad Women's Jeans \$108.00 ▶ Highlight
- 4 Levi's Lola Button Up Shirt \$69.50 ▶ Highlight
- 5 Levi's 501® '90s Lightweight Women's

Spring Levi's Pieces Our Editors... [CC] [Speaker]

12:45 / 28:17

# Who What Wear Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. Basket size lift

### Creator

Brand Generated Content

---

### Video Format

Video Showroom,  
Shoppable Videos,

---

### Refresh Frequency

Once a month

---

### Placement

Category Page, Home page, PDP  
Email, SMS

---

### Content Cost

No additional cost, content is  
created by partner brand

## UNIQLO - CATEGORY PAGE

# Uniqlo uses livestream shopping to inspire shoppers

Uniqlo uses livestream shopping to inspire shoppers by showcasing new collections, styling tips, and product features in real time. Viewers can engage with hosts and make instant purchases, creating a dynamic and interactive shopping experience.

UNIQLO Styled with Carole G. / YellowGarb | 5th Avenue 2/12/25

Anna Monet Jewelry  
all the accessories are curated by Yellowgarb

Anna Monet Jewelry  
DM her on Instagram

Renee  
CT - Uniqlo needs to have those accessories !!

Anna Monet Jewelry  
Agreed

UNIQLO  
Welcome to "Uniqlo Styled Live Station"- Streami...

Timeline

Wireless Bra | Relaxed  
\$19.90 App Only Promo Until 2/17

Knitted Short Jacket  
\$49.90

Half-Zip Knit Dress  
\$49.90 \$59.90

Next up

# Uniqlo Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

### Creator

Employee + Hire external host

---

### Video Format

Video Showroom,  
Shoppable Videos,

---

### Refresh Frequency

Seasonal content, once every two weeks

---

### Placement

Category Page, Product page,  
SMS, Email

---

### Content Cost

Small fee for hiring a host

## BOSS - CATEGORY PAGE

BOSS leverages  
livestream video to  
showcase products  
and styling tips

The screenshot displays a BOSS livestream video player. The main video area shows a man in a white BOSS tracksuit standing in a gym-like setting with a treadmill, a kettlebell, and a clothing rack. The video title is "WORK OUT IN STYLE" and it is a "Replay". The video progress bar shows 02:19 / 04:51. On the right side, there is a "Timeline" section with three product cards:

- BOSS - Cotton-blend tracksuit b
- BOSS - TTNM EVO traine
- BOSS - Faux-leather holdall with

Below the timeline is a "Next up" section. The video player also includes standard controls like a play button, volume, share, and heart icon.

# BOSS Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

### Creator

Employee Generated Content

---

### Video Format

Video Showroom,  
Shoppable Video,

---

### Refresh Frequency

Every 2 weeks

---

### Placement

Category Page, Home Page, PDP  
SMS, Email

---

### Content Cost

No additional cost

# 1:1 Video Chat

## AMERICAN EAGLE - APP

# American Eagle uses 1:1 video chat to personalize shopping

Customers can video chat  
with a sales associate to ask  
for product details and  
styling advice.

The screenshot displays the American Eagle mobile app interface. At the top, there is a navigation bar with a back arrow, a promotional banner for "25-40% off all non-distressed jeans!!!", and links for "Shop Women", "Shop Men", and "Details". On the right side of the navigation bar, there are icons for a shopping cart and a search function, along with an "Enable Accessibility" link. Below the navigation bar, there is a horizontal menu with categories: "Today's Offers", "Women", "Men", "Jeans", "Shoes & Accessories", "Loungewear & PJs", "Aerie", and "Clearance".

The main content area features a large heading: "AE Live lets you shop an AE store from anywhere." Below this heading is a sub-headline: "Get early access to the future of shopping with AE Live! Everything you love about shopping in-store through a personalized, one-to-one, live video experience." There are three circular icons representing different features:

- AE Live Stylist**: An icon of a person's legs in jeans with a star and a speech bubble. Below it, the text reads: "Connect with an AE stylist to start shopping." and "37".
- Talk + Shop**: An icon of a person's legs in jeans with a speech bubble and a shopping bag. Below it, the text reads: "An AE stylist will help you shop the store virtually."
- Easy Checkout**: An icon of a person's legs in jeans with a shopping bag and a right-pointing arrow. Below it, the text reads: "Check out right here in the app when you're done!"

At the bottom of the screen, there is a button that says "Download AE Live for iOS."

# American Eagle Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

**Creator** Employee Generated Content

---

**Video Format** 1:1 Video Chat

---

**Refresh Frequency** Daily

---

**Placement** Mobile App, Home Page

---

**Content Cost** No additional cost

Lululemon leverages 1:1 video chat to bring the in store shopping experience online

1:1 virtual shopping mimics in-store assistance, making digital shopping more interactive and engaging.

The screenshot shows the Lululemon website's category page. At the top, there is a navigation bar with the Lululemon logo (a red Greek letter Omega) on the left, and three links: "CONNECT WITH US", "SHOP LULULEMON", and "BULK ORDERS". The main content area features a large background image of a hand holding a smartphone. The phone screen displays a smiling woman with glasses, representing a product expert in a video chat. Overlaid on the left side of the phone image is the text "Shop virtually with a Product Expert." and "Connect fast, free and right now." Below the phone image, there are three interactive buttons: "Fit & Size Help" with a shoe sole icon, "Footwear" with a shoe icon, and "Product Recommendations" with a shoe icon and a heart symbol.

Ω CONNECT WITH US SHOP LULULEMON BULK ORDERS

Shop virtually with a Product Expert.

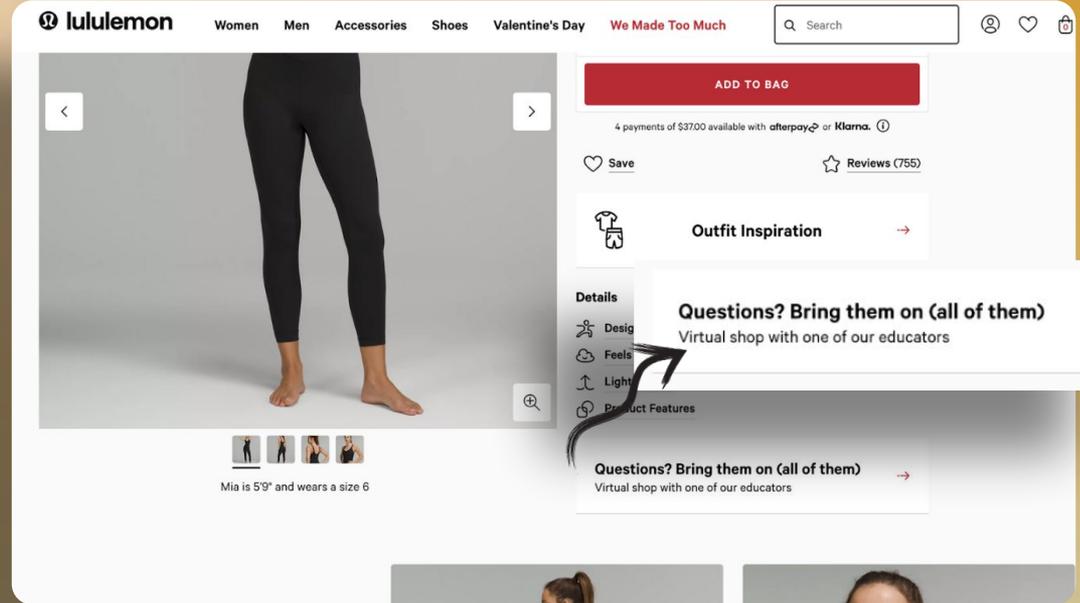
Connect fast, free and right now.

Fit & Size Help Footwear Product Recommendations

## LULULEMON - PDP

Lululemon leverages 1:1 video chat to bring the in store shopping experience online

Lululemon's virtual shopping assistant answers product questions directly on PDP.



# Lululemon Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

**Creator**

Employee Generated Content

---

**Video  
Format**

1:1 Video Chat

---

**Refresh  
Frequency**

Daily

---

**Placement**

Home Page, Category Page, Product Page

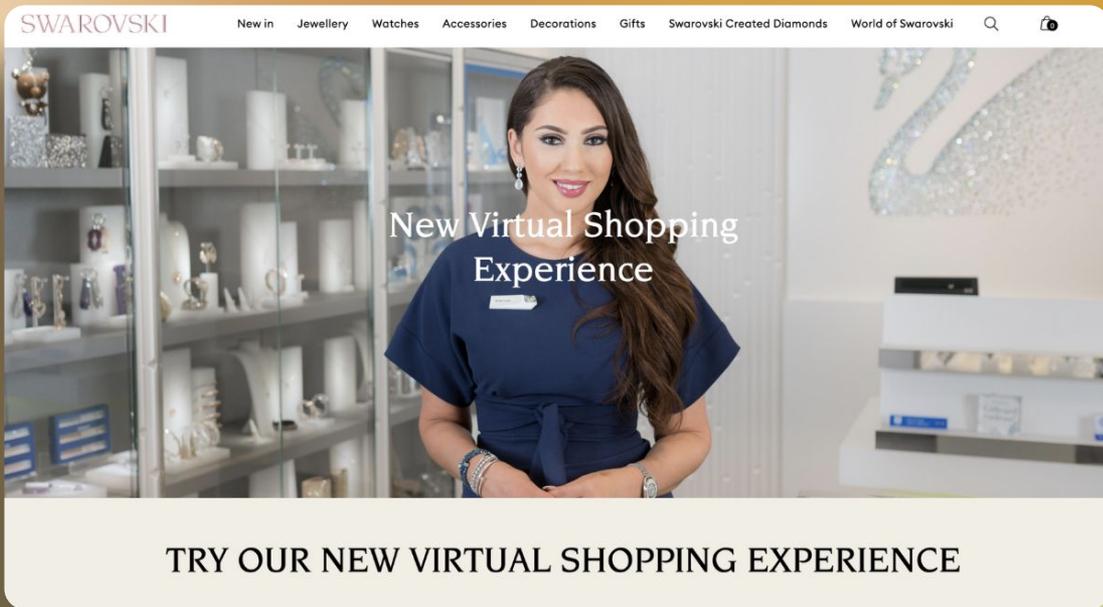
---

**Content Cost**

No additional cost

## Swarovski uses 1:1 video chat to enhance the online shopping experience

1:1 Video allows customers to see the product in real time, ask about details, and receive recommendations.



The screenshot displays the Swarovski website's category page. At the top, the Swarovski logo is on the left, and a navigation menu includes 'New in', 'Jewellery', 'Watches', 'Accessories', 'Decorations', 'Gifts', 'Swarovski Created Diamonds', and 'World of Swarovski'. Search and account icons are on the right. The main content area features a woman in a dark blue Swarovski uniform standing in a jewelry store, with the text 'New Virtual Shopping Experience' overlaid. Below the image is a white banner with the text 'TRY OUR NEW VIRTUAL SHOPPING EXPERIENCE'.

# Swarovski Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

**Creator**

Employee Generated Content

---

**Video  
Format**

1:1 Video Chat

---

**Refresh  
Frequency**

Daily

---

**Placement**

Category Page, Product page, Homepage

---

**Content Cost**

No additional cost

## BURBERRY - PDP

# Burberry uses video chat to provide an in-store experience online

Customers can ask questions about a product over video chat directly on PDP.

The screenshot shows the Burberry product page for a 'Quilted Nylon Barn Jacket'. The page features a main image of the jacket, a smaller image of a model wearing it, and a right-hand sidebar with product details and navigation options. A white call-to-action box is overlaid on the model image, containing the text 'Book an Appointment' and 'Contact us' with a hand cursor icon pointing to the 'Contact us' link. The sidebar includes an 'Add to Bag' button, a price of \$1,850.00 CAD, and various service links like 'Free Delivery & Returns' and 'Find in Store'. A 'Zoom in' button is visible below the main jacket image.

**BURBERRY** Women Men Children Gifts Outerwear Scarves Beauty Stories

Quilted Nylon Barn Jacket \$1,850.00 CAD

Black/sand 2 colours

Select Size:

[Add to Bag](#)

Instalment payments available [Learn more](#)

**Free Delivery & Returns**  
Available on all orders

**Find in Store**  
Check availability in your nearest Burberry store

**Gift Packaging**  
Complimentary and plastic-free

Product Details +

Size & Fit +

Fabric & Care +

[Book an Appointment](#)

[Contact us](#)

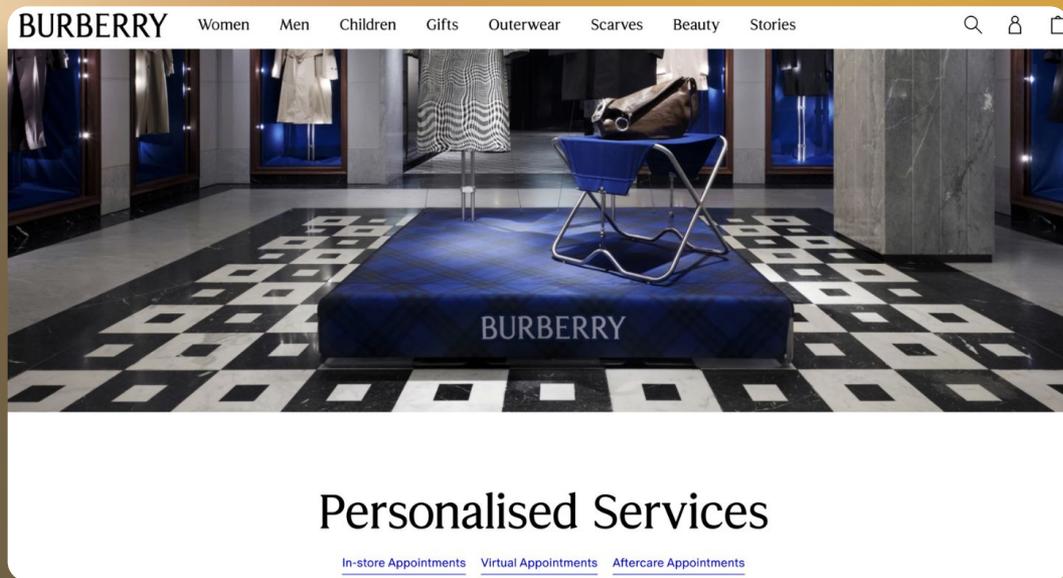
Zoom in

4/7

## BURBERRY - CATEGORY PAGE

# Burberry uses video chat to provide an in-store experience online

Virtual fashion consultants provide personalized recommendations, helping shoppers curate looks and discover new collections.



The screenshot shows the Burberry website's category page for 'Personalised Services'. The top navigation bar includes the Burberry logo and links for Women, Men, Children, Gifts, Outerwear, Scarves, Beauty, and Stories. A search icon, user profile icon, and shopping cart icon are also present. The main visual is a video player showing a Burberry store interior with a blue chair on a checkered floor. Below the video, the text 'Personalised Services' is displayed, followed by three links: [In-store Appointments](#), [Virtual Appointments](#), and [Aftercare Appointments](#).

# Burberry Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

**Creator**

Employee Generated Content

---

**Video  
Format**

1:1 Video Chat

---

**Refresh  
Frequency**

Daily

---

**Placement**

Category Page, Product Page, Home page

---

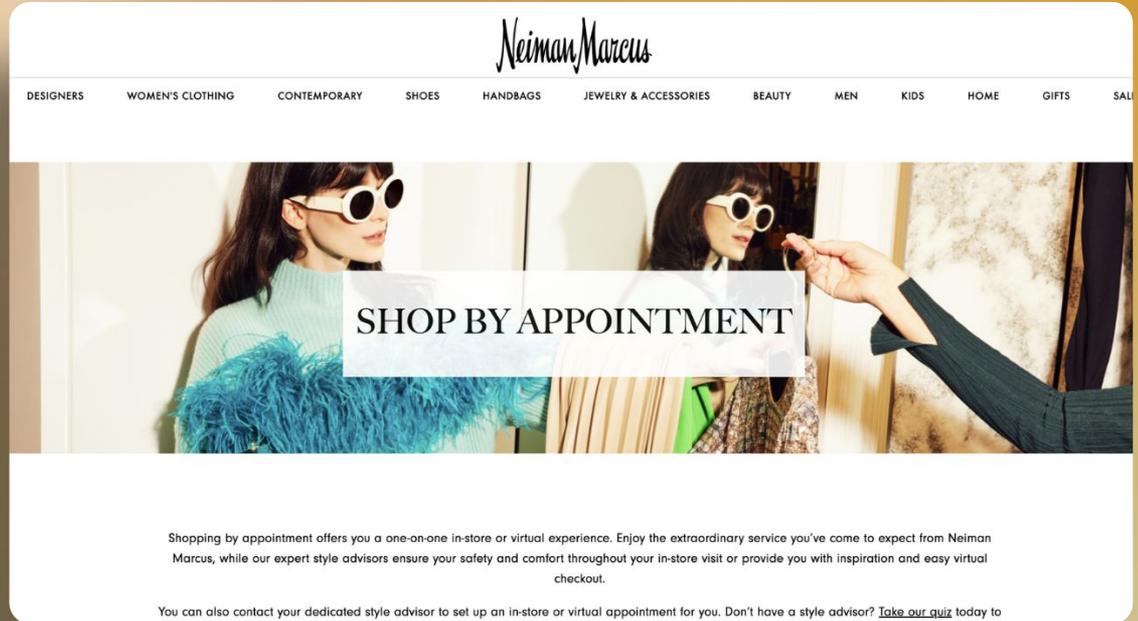
**Content Cost**

No additional cost

NEIMAN MARCUS -  
CATEGORY PAGE

# Neiman Marcus uses video chat to elevate online shopping

Personal stylists provide expert fashion advice, product recommendations, and an exclusive look at new collections.



The screenshot shows the Neiman Marcus website's category page for 'SHOP BY APPOINTMENT'. At the top, the Neiman Marcus logo is displayed in a cursive font. Below the logo is a navigation menu with the following items: DESIGNERS, WOMEN'S CLOTHING, CONTEMPORARY, SHOES, HANDBAGS, JEWELRY & ACCESSORIES, BEAUTY, MEN, KIDS, HOME, GIFTS, and SALE. The main visual is a large banner image featuring two mannequins wearing white sunglasses. One mannequin is wearing a light blue turtleneck sweater with a bright blue feathered shawl. A hand from a person in a dark green sleeve is holding a small object near the second mannequin. Overlaid on the center of the banner is a white rectangular box with the text 'SHOP BY APPOINTMENT' in a bold, black, serif font. Below the banner, there is a paragraph of text: 'Shopping by appointment offers you a one-on-one in-store or virtual experience. Enjoy the extraordinary service you've come to expect from Neiman Marcus, while our expert style advisors ensure your safety and comfort throughout your in-store visit or provide you with inspiration and easy virtual checkout.' At the bottom of the page, there is another line of text: 'You can also contact your dedicated style advisor to set up an in-store or virtual appointment for you. Don't have a style advisor? [Take our quiz](#) today to

# Neiman Marcus Playbook

## KPI to measure for lift

1. Website CTR lift
2. Session length lift
3. In-store sales lift
4. Basket size lift

**Creator**

Employee Generated Content

---

**Video  
Format**

1:1 Video Chat

---

**Refresh  
Frequency**

Daily

---

**Placement**

Category Page, PDP, Home Page

---

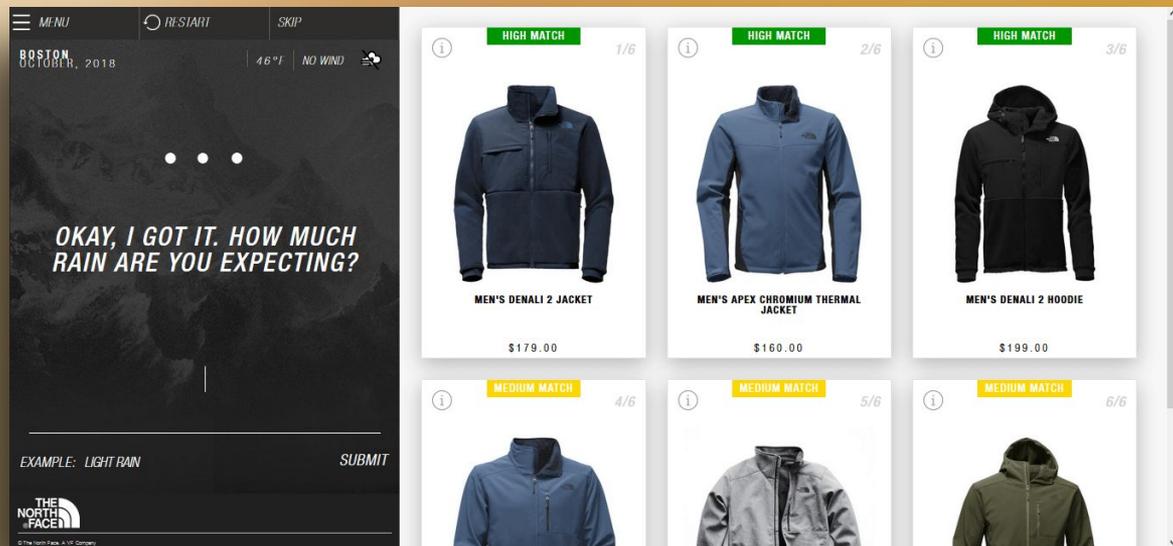
**Content Cost**

No additional cost

# AI Virtual Assistant

## The North Face leverages AI to personalize the shopping experience

The North Face uses AI to recommend gear based on customer preferences, making shopping more personalized and seamless.



# LensCrafters leverages AI bring the in person shopping experience online

LensCrafters' AI-powered virtual try-on lets shoppers see how frames look in real time, making online eyewear shopping more personalized.

The screenshot displays the LensCrafters website interface. At the top, the navigation bar includes the brand name 'LENSCRAFTERS' and menu items for 'EYEGLASSES', 'SUNGLASSES', 'BRANDS', 'LENSES', 'EYE EXAM', and 'OFFERS'. Utility icons for email, search, and shopping are also present. A promotional banner below the navigation reads '50% off lenses with frame purchase' with a 'Shop now' link.

The main content area features a heading 'Try them on in a click' followed by a paragraph: 'You can virtually try on as many pairs as you want with our innovative virtual mirror tool from the comfort of your home or wherever you may be.' Below this, a three-step process is outlined:

1. Select a pair you love from the listing below
2. Click "Try them on" and follow the on-screen instructions.
3. See how they look and shop your favorite styles.

To the right of the text is a photograph of a man with a beard holding a smartphone, demonstrating the virtual try-on feature.

# Content Best Practices

# The 4 Major Content Pillars

Understanding the ideal content strategy involves examining various factors, like grasping the underlying purpose or "why" behind the content. Once this purpose is defined, it's essential to determine where the content fits within the four pillars of content buckets

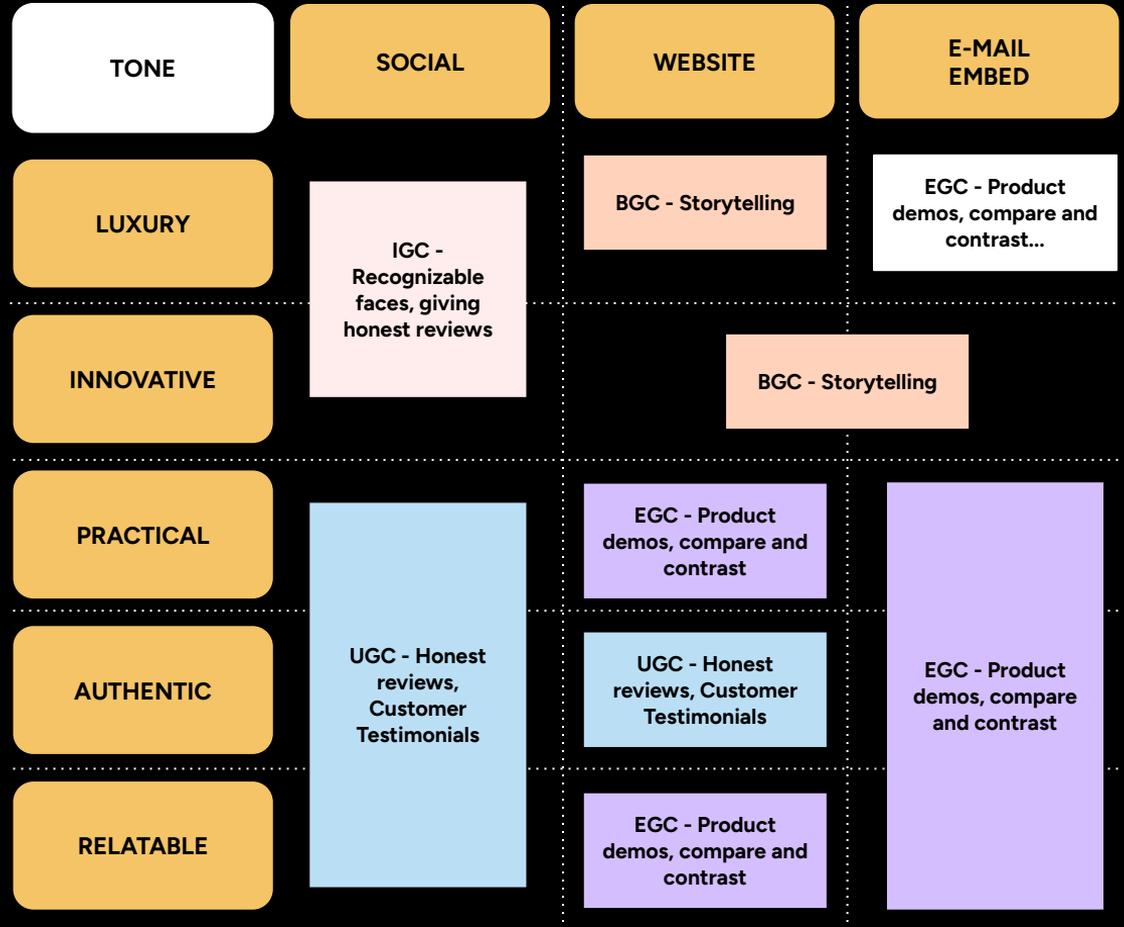


# The 4 Major Content Pillars

	IGC	UGC	EGC	BGC
<b>Definition</b>	IGC, or Influencer Generated Content, is content produced by influencers for brands. It's authentic, tailored, and aimed at engaging the influencer's audience.	UGC, or User-Generated Content, is created by regular users, not brands or influencers. It includes posts, reviews, videos, or images shared by customers.	EGC, or Expert-Generated Content, is created by industry insiders and knowledgeable employees, offering valuable insights and tips in their specialized field.	BGC, or Brand-Generated Content, is created by brands for promotion. It's high-quality and comes in various formats to enhance brand visibility, boost product awareness, and strengthen brand identity.
<b>Cost Range</b>	\$\$\$ - \$\$\$\$\$	\$-\$\$	\$\$ - \$\$\$	\$\$\$\$\$
<b>Advantage</b>	IGC utilizes influencers to authentically promote products, driving brand awareness, engagement, and sales.	Leverage authentic content created by their audience, fostering brand trust, engagement, and authenticity. Low cost	Showcase expertise and authority of industry professionals or employees, enhancing credibility, trust, and engagement with their audience.	Increase brand visibility, and reinforce brand identity through high-quality, promotional content created by the brand itself.
<b>Limitations</b>	Expensive with influencers, reputation	Quality Control, Brand Alignment, Content Ownership	Expert Availability, Cost, limited resources	Cost, unrelatable, Time-Consuming, Lack of Authenticity

# Tone and Channel Alignment

Leveraging IGC for credibility, UGC for authenticity, BGC for storytelling, and EGC for product education across different channels to drive engagement and conversions.



# Video best practices across the website



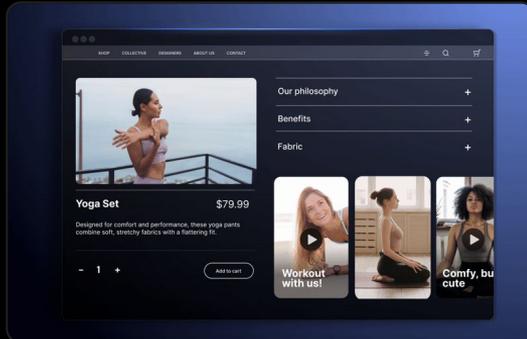
## Floating

Create compelling visuals with floating videos that hover dynamically over your page..



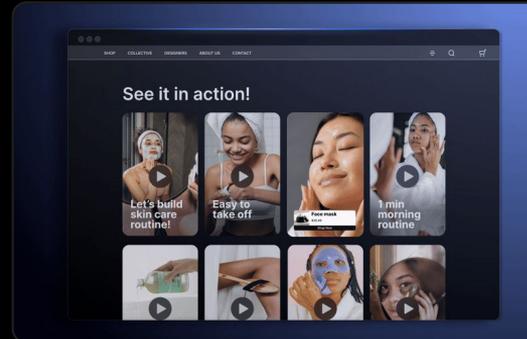
## Storyblock

Immerse customers with a featured video at the centre with horizontal scrollable gallery.



## Carousel

Showcase multiple videos in a sleek, horizontally scrollable gallery.



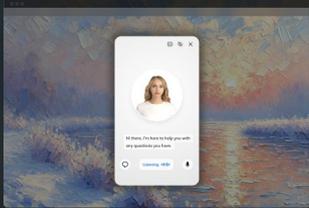
## Grid

Organize videos into a clean, easy-to-navigate layout perfect for a comprehensive collection of content.

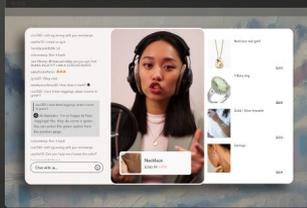
# Firework

Firework is the leading **AI-powered** video commerce platform, transforming the way brands connect with customers through immersive, interactive, and personalized digital experiences

## AI VIDEO ASSISTANT



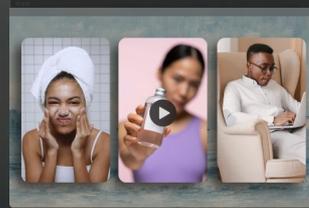
## VIDEO SHOWROOM



## LONG VIDEO



## SHOPPABLE VIDEO



## 1:1 VIDEO CALL



TALK TO AN EXPERT