



B Bounce app | Photo source [burberryplc.com](http://burberryplc.com)

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## BURBERRY GETS INTO GAMING WITH 'B BOUNCE'



### Players use “supercharged” Burberry monogram puffer jackets to race a deer-shaped character to the moon.

**Spotted:** UK-fashion retailer Burberry has launched an online game called B Bounce, which combines gaming with brand recognition and a chance to win prizes. The game can be played online, and on giant screens in some Burberry stores.

In B Bounce, players use “supercharged” Burberry monogram puffer jackets to race a deer-shaped character to the moon. Players first select a puffer jacket for their character to wear. The character then bounces upwards between platforms to reach the moon, gaining extra speed by collecting gold Burberry TB logos and drones along the way.

Players compete within the game for special prizes, including custom-made GIFs and virtual Burberry puffer jackets edited onto a digital picture of their choice. The first prize is a real-life puffer jacket from Burberry’s new collection and is available to players in the UK, US, Canada, China, Japan and Korea.

According to Mark Morris, Senior Vice President of Digital Commerce at Burberry: “We have experimented with gaming in China, but B Bounce is our first playful extension into this format to entertain and connect with our new, younger consumers around the world.”

The Burberry app joins other innovations aimed at driving brand identity for a younger, digitally-savvy demographic. Some recently covered by Springwise have included using a [virtual influencer](#) and a [Sims-inspired](#) fashion line.

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## **Takeaway:**

Burberry is not the first company to promote its products through gaming. However, the new game is designed to not only promote a specific line but to appeal directly to younger consumers and particularly to the Chinese market. Using gaming to build brand value around an existing community is a strategy that could also help other companies to deliver their brand message to a younger demographic. And it may be catching on. Next year, former Harper's Bazaar editor Lucy Yeomans will launch a luxury styling game called Drest.