



The Data Behind Today's Winning Marketing Strategies

By:

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LAUNCHMETRICS

For over a decade more than **1000 brands and agencies** have used **Launchmetrics' Marketing Platform & Data Analytics** to build brand value.

TOPSHOP

FENDI

TIFFANY & Co.

BOSS
HUGO BOSS

KCD

Urban
Sudauter

adidas

BURBERRY

HERMÈS
PARIS

zalando

seniglo rossi

PATEK PHILIPPE
GENÈVE

LANVIN
PARIS

MANOLO BLAHNIK

COACH

KARLA OTTO

BVLGARI

NET-A-PORTER

SHISEIDO

And trusted partnerships within the industry...

CFDA

IMG

Google



PITTI IMMAGINE

BRITISH
FASHION
COUNCIL



Camera Nazionale della Moda Italiana

LAUNCHMETRICS

WHAT WE DO

1st vertical marketing & data analytics platform used by more than 1,000 Fashion, Luxury & Cosmetics brands.

We help them accelerate their product launch cycle and move their consumers from product discovery to purchase.

How?

Access to network - # 1 FLC influencers & media community

Activation - Events, Samples, Visual Content Marketing

Measurement - Campaign performance & benchmark



THE DIGITAL REVOLUTION CONTINUES TO STRENGTHEN

61%

of luxury purchases were
digitally influenced
- BCG

53%

of US online adult luxury
buyers regularly like or
comment on brand posts
- Forrester

80%

of brands implemented
influencer marketing
campaigns in the past year
- Launchmetrics

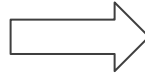
THE “MILLENNIAL STATE OF MIND” IS PERMEATING THE LUXURY INDUSTRY AND CHANGING THE COMMUNICATION MIX

BOOMERS / GENERATION X

77% OF LUXURY MARKET IN 2017



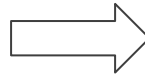
EXCLUSIVITY PRESTIGE SCARCITY



GENERATION Y / Z

85%
OF LUXURY
GROWTH IN 2017

40%
OF LUXURY MARKET
IN 2025



ACCESSIBILITY AUTHENTICITY
PERSONALITY SUSTAINABILITY



TARGET AUDIENCE

Millennials (24-28)

74.6%

Gen X (39-52)

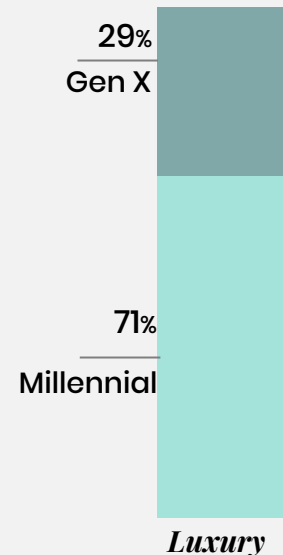
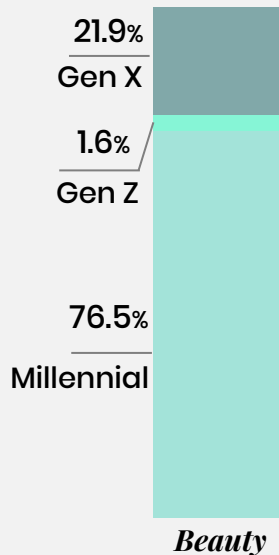
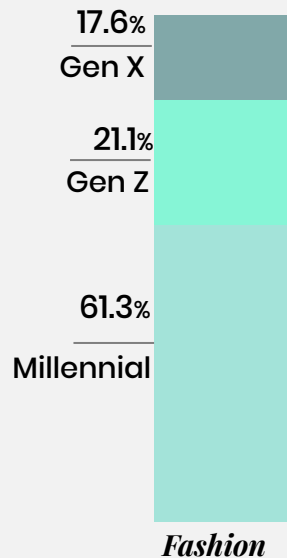
22.3%

Gen Z (6-23)

3.1%

2018

2019



THE CHALLENGE

Is there isn't a unified methodology for measurement



TOO MANY STRATEGIES

From traditional PRs and owned content to influencer gifting and partnerships with celebrities, communication investments are increasingly fragmented.



TOO MANY TOOLS

Monitoring is often done separately for online, social and print. On social even owned media and influencer marketing are often tracked through different tools.



TOO MANY KPIS

AVE & circulation for print, visitors and backlinks for online and followers, engagement or EMV for social : there is no unified methodology.

Brands can't benchmark strategies or against competitors

HOW BRANDS ARE ARBITRATING BUDGETS

Traditional Media

PR & Media Relations

Owned Media

Social Media & Content Marketing

Influencers & Celebrities

Influencer Marketing

Partners

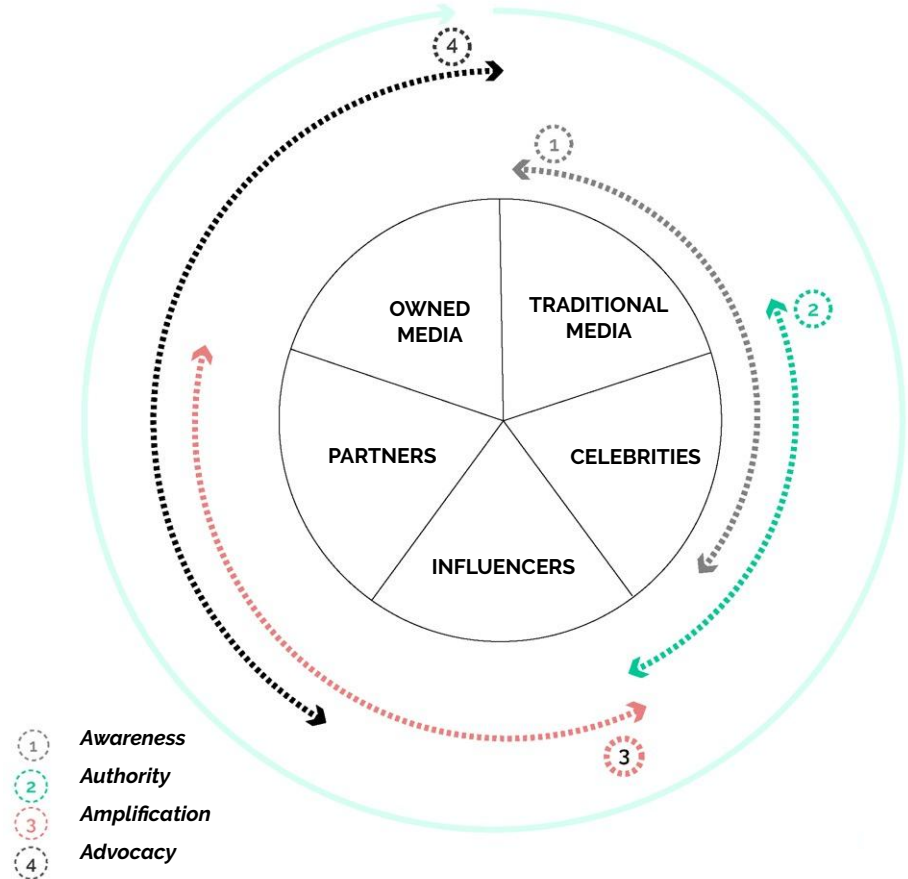
Business Development & E-Commerce



Photo: @XeniaAdonts

A VOICE-CENTRIC APPROACH

The *Cycle of Influence* has expanded from a few concentrated sources to five main voices that move consumers through the buying journey.



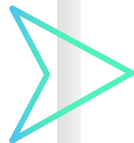
ABOUT OUR DATA & METHODOLOGY

MEDIA IMPACT VALUE (MIV™)

More than 100 attributes including Media Rates, Audience, Engagement, Content Quality...

Based on **industry specific** panel (Fashion, Luxury and Beauty)

AI powered: algorithm trained on more than 5 years historical campaign performance data

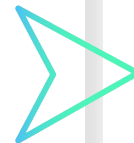


ACROSS CHANNELS

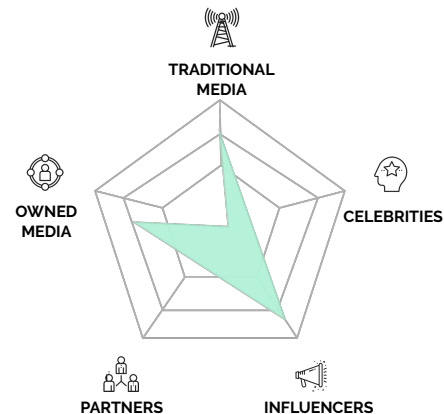
PRINT MEDIA

ONLINE MEDIA

SOCIAL MEDIA



ACROSS VOICES



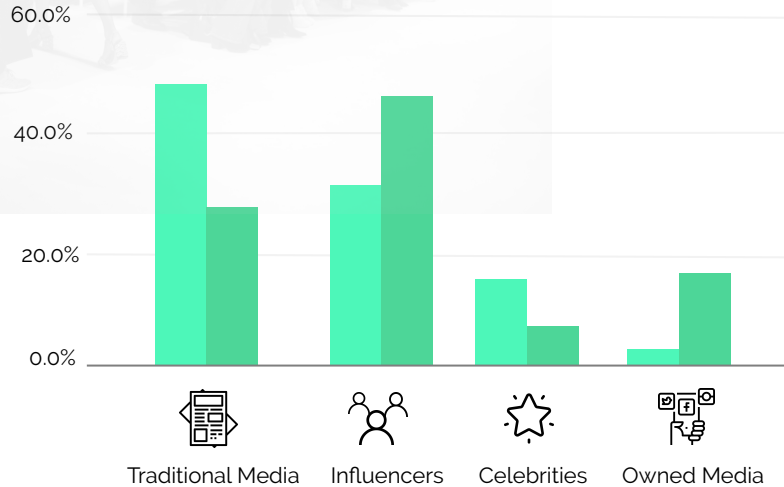
The Changing Landscape



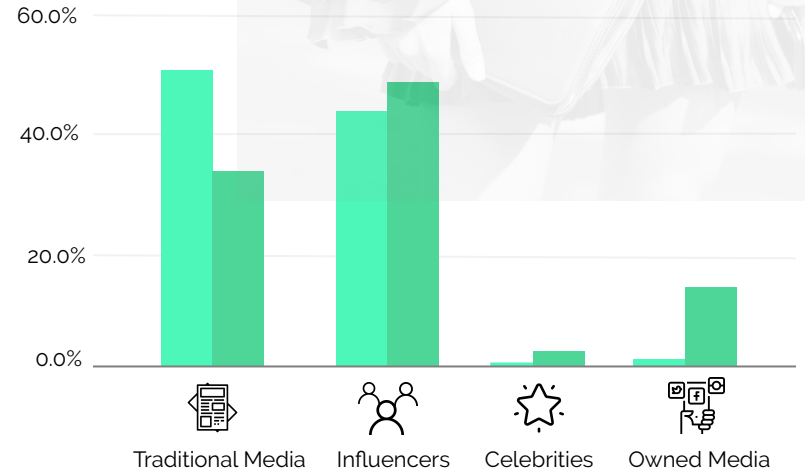
*Global
Landscape
Today*

THE MOST ACTIVE VOICES AREN'T ALWAYS THE MOST POWERFUL

2017



2018



Total Placements

Total MIV

GROWTH IN TRADITIONAL MEDIA

\$148M

in Media Impact
Value™

28%

of the total
voice

2017/ September



VS

\$306M

in Media Impact
Value™

32%

of the total
voice

2018/ September



THE EVOLUTION OF OWNED MEDIA

\$81.7M

in Media Impact
Value™

15.2%

of the total
voice

2017/ September



VS

\$144M

in Media Impact
Value™

10.3%

of the total
voice

2018/ September



INFLUENCER MARKETING ON THE RISE

\$143.8M

in Media Impact
Value™

32%

of the total
voice

2017/ September



VS

2018/ September



\$466M

in Media Impact
Value™

44%

of the total
voice

How brands are creating value

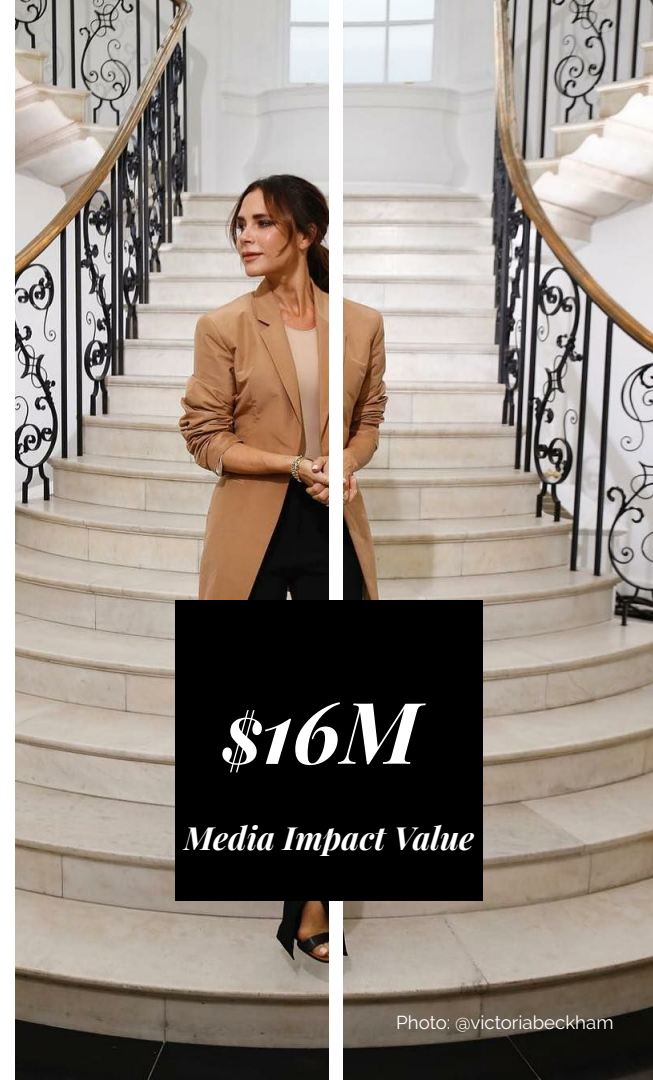
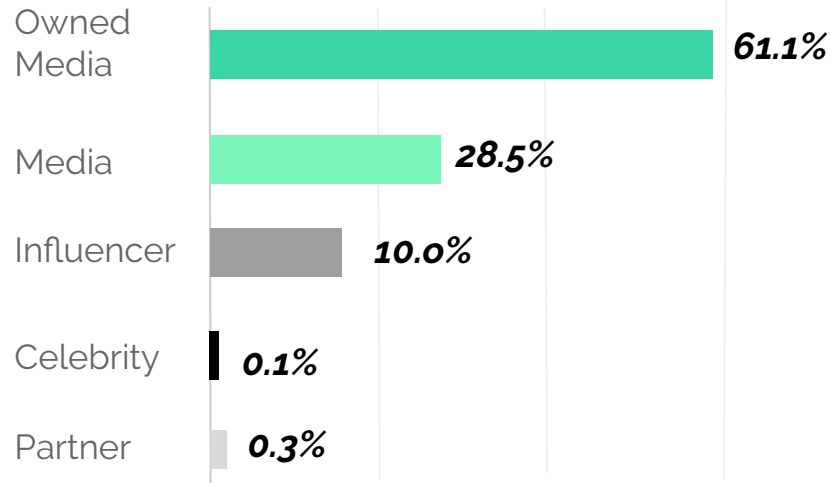


*Value
Creation*

HOW BRANDS ARE CREATING VALUE

VICTORIA BECKHAM

Voice Split



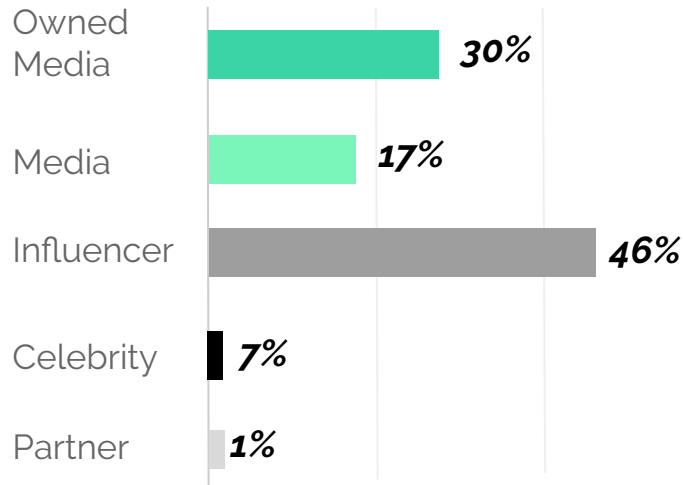
\$16M

Media Impact Value

HOW BRANDS ARE CREATING VALUE

RALPH LAUREN

Voice Split



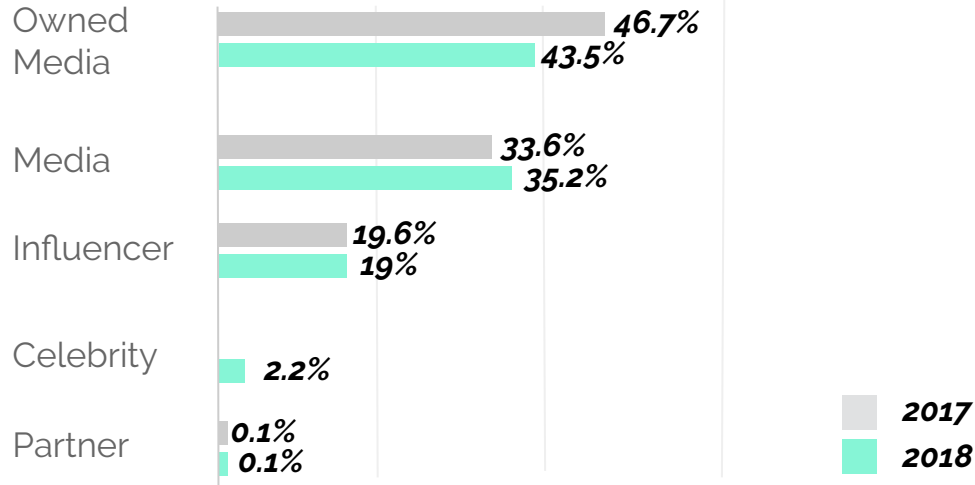
\$38M

Media Impact Value

HOW BRANDS ARE CREATING VALUE

GUCCI

Voice Split

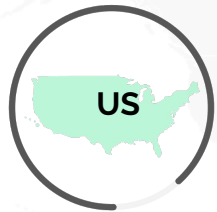


\$19M+
Media Impact Value

GUCCI REACHES NEW AUDIENCES BY MOVING CITIES

MILAN 2017

PARIS 2018



62% MIV



16% MIV



15% MIV



33% MIV



31% MIV



15% MIV



3% MIV



3% MIV



7% MIV



15% MIV

KEY TAKEAWAY

Define your **goals and context** to find the right mix to move consumers through the buyer journey.



The graphic features the text 'Q&A' in a large, black, serif font. The 'Q' is positioned on a light green square background. The ampersand and the 'A' are positioned on a light grey square background. The green square overlaps the grey square on the left side.

Q&A

LAUNCHMETRICS

@launchmetrics