

INTERNET

Top 10 luxury brand social marketers of Q2

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Ralph Lauren egg for the Fabergé easter egg hunt

By JOE MCCARTHY

Luxury brands rallied consumers around inspirational and whimsical social efforts in the second quarter of 2014.

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Luxury Daily

More brands are relying on user-generated content to beef up campaigns and to create a snowball participation effect. Luxury marketers are also experimenting with geo-location-based activities and ways to weave social media into the broader commerce tapestry.

Here are the top 10 social efforts from the second quarter of 2014, in alphabetical order:



Video still from #PaidMyDues

Audi of America gathered fan tales of adversity and resilience for a live-stream event May 7 in Santa Monica, CA, directed by creative figures such as artists, designers and musicians.

The massive community-driven initiative was an extension of the "Paid my Dues" campaign that heralded the debut of the A3. As Audi repositions its entry-level vehicles to appeal to a broader audience, tapping the universal theme of overcoming obstacles will likely resonate.

Photos, videos or text were all suitable entry formats and participants could enter on Twitter, Instagram, Facebook, Vine or Google+ with the hashtag #PaidMyDues. Stories were aggregated on audiusa.com/paidmydues ([see story](#)).



Berluti image added to the Wall of Shoes

French leather goods maker Berluti highlighted its own playful nature with a user-generated gallery on its Web site.

Berluti's "Wall of Shoes" compiled Instagram images showing the label's shoes in unconventional scenarios. Since there are a plethora of traditional outfit photos, Berluti's choice to focus on the offbeat will likely help the brand stand out.

Consumers were supposed to snap a photo of themselves posing with the label's shoes. This language differs from other calls for photos, since it doesn't refer to wearing shoes, but just having them as a prop in the photo.

The Wall of Shoes was linked prominently on Berluti's Web site, with a tile showing a man kissing the toe of an oxford ([see story](#)).



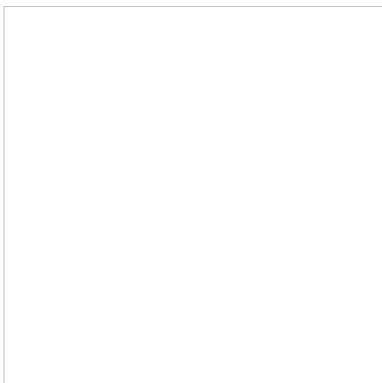
BMW M5 Instagram promotion

BMW of North America let fans reserve one of 29 thirtieth anniversary BMW M5s to be sold in the United States exclusively through information revealed on Instagram.

Interested consumers were asked to follow the brand's Instagram account through 1 p.m. EST on May 21 to access a gradually revealed reservation phone number. BMW's attempt to stitch Instagram into the broader commerce tapestry speaks to a much larger and rapidly progressing trend.

The automaker produced 300 30th anniversary BMW M5s, 30 of which were imported to the United States. The model starts at \$138,275 and is the most powerful BMW model in production.

Although the price point prevents the vast majority of BMW USA followers to take advantage of the revealed phone number, the limited production line ensures that a heated contest will take place between affluent consumers ([see story](#)).



The Big Egg Hunt kicked off April 1

A fundraising event launched in New York claimed to be the largest public deployment of Bluetooth-enabled beacons, giving participants in a citywide egg hunt a way to access clues, rewards and other information.

The Big Egg Hunt was sponsored by Fabergé and benefited two nonprofits: Studio in a School and Elephant Family. For the event, more than 200 egg sculptures, each created by a leading artist, designer or creative, were placed around New York, with consumers encouraged to find and check-in at the eggs as well as bid on them via a mobile application.

The eggs were hidden in public places across all five boroughs of New York.

To participate in the egg hunt, consumers had to download Fabergé's The Big Egg Hunt mobile app to unlock clues as they hunted for the eggs. Using the app, consumers were able to check in when they found an egg.

The location of a specific egg remained a secret until 10 people checked in for that egg. After that, the egg's location appeared on a public interactive map.

Winners of the egg hunt received Fabergé jewelry valued in excess of \$30,000 ([see story](#)).



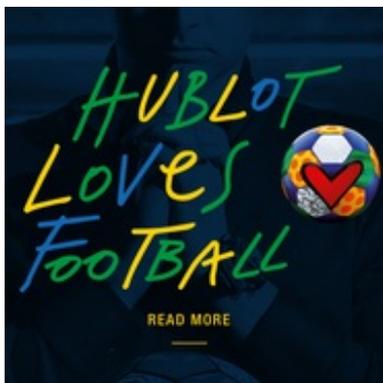
Luca Dotto for Acqua di Giò

Italian fashion label Giorgio Armani increased consumer engagement by placing the viewer in the protagonist's role for its latest Acqua di Giò campaign video.

By clicking an icon on YouTube's view finder, the consumer could alter the perspective of the video to see the model's point of view or watch the scene normally. Although the viewer was not truly a part of the effort, allowing the consumer to decide how to watch increased engagement and was more likely to leave an impression.

"This is genius and gives users a different point of view and has them feel more part of the campaign's story," said Romey Louangvilay, senior social media strategist at [Syndicate Media Group](#), New York.

"For any basic social media campaign or strategy, I always advise clients that the campaign needs to feel relatable and have users feel as if they are part of it – and this video does just that while maintaining the brand's premium look," he said ([see story](#)).



Hublot Loves Football campaign

Swiss watchmaker Hublot rounded out its international football campaign with a microsite that houses branded content and live updates from the FIFA World Cup through July 16.

As the official timekeeper of the World Cup matches in Brazil, Hublot has placed enormous emphasis on its role by organizing the "Hublot Loves Football" world tour that has brought the watchmaker to different countries to celebrate the sport. The microsite allows Hublot enthusiasts from around the world to enjoy the games with the brand.



Kenzodiac drawing of a Pisces

French fashion house Kenzo is providing astrological advice and product suggestions on a new Zodiac feature.

"Kenzodiac" is housed on its own unique domain, and will update monthly to give consumers current content. This new microsite allows the brand to both amuse and inspire purchases, while also communicating more about itself.

"Kenzo is trying to engage their consumers — primarily young women — with content that is different and unexpected," said Marko Muellner, vice president at [ShopIgniter](#), Seattle.

"It's minimal and creative with subtle product placements," he said. "It works on mobile and is sharable to Facebook and Twitter which makes the brand discoverable and sharable across devices and social networks, which is smart."

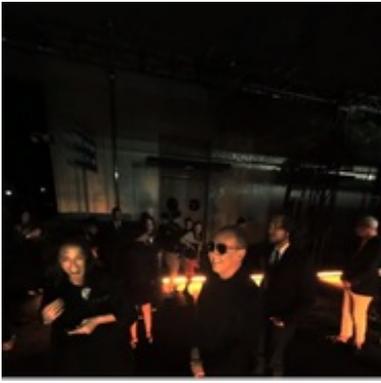


#GLAPacked by photographer Gabriel Flores

Mercedes-Benz USA invited fans to show off their personalities by packing their GLA models, or an equivalent space, with essential items and then snapping stylish photographs through Aug. 20.

The automaker first invited photographers, graphic designers, explorers and other social influencers to pack a GLA reflecting their interests. Although packing for a road trip is often a lesson in discovering what matters, Mercedes seems to be flaunting the car's expansive storage area, indicating that there are no limits here.

The arrangements are highly colorful and organized and provide a glimpse into the personality of each influencer, with items arrayed on a disembodied cargo mat ([see story](#)).



Screenshot of MK360 app

U.S. fashion label Michael Kors sustained the atmosphere from the Jet Set collection debut for its Shanghai, China, flagship with a 360-degree application that ferries fans through the celebration.

The brand introduced the store with an exclusive runway show, 3D visuals and various projections. In addition to an encapsulating microsite, Michael Kors is giving fans a sense of the evening's progression and what it would have been like to attend with the MK360 app.

The extravagant event took place May 9 in an airport hangar outside of Shanghai. Fans were able to watch a livestream of the event and runway show, view GIFs of attendees and other special content on the [Jet Set microsite](#).

The brand also launched an app on WeChat to give local fans a chance to attend the event and view a live interactive feed.



Ritz-Carlton, Abu Dhabi, Grand Canal

The Ritz-Carlton Hotel Company sparked conversation on LinkedIn to communicate the hotel brand's customer experiences to small businesses.

The 100-word thought-provoking posts will ignite conversation between the brand and its followers. The project will also likely generate a greater following of business professionals and create strong relationships with small businesses in or around the brand's locations.

There will be five, 100-word posts per week sparking a conversation among followers. The objective is to share the brand's knowledge and insight with its LinkedIn community.

As of press time the brand had 106,394 followers on LinkedIn. However, there are more

than 300 million global users of the social media platform ([see story](#)).

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/eEeIiLNtZpY](https://www.youtube.com/embed/eEeIiLNtZpY)

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