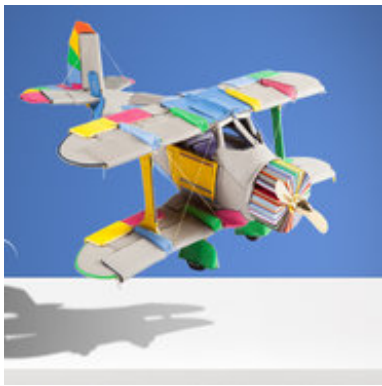


ADVERTISING

Smythson celebrates history of travel to educate consumers

July 17, 2014



Plane made from Smythson products

By NANCY BUCKLEY

British leather goods maker Smythson is sending all of the brand's newsletter subscribers an email featuring its blog post on the history of travel.

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Luxury Daily

Smythson's email blast offered three separate ideas for consumers to engage with the brand, including its blog, ecommerce page and store locator. Emailing subscribers allows brands to directly reach interested consumers which may further educate already interested individuals with the brand.

"Leading brands promote the category," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "They know they'll get their share."

"Selling the category narrative elevates the messenger," he said. "It also communicates a broader, more trustworthy and authoritative point of view."

"The benefit to the brand is far greater than just another ad or email."

Mr. Ramey is not affiliated with Smythson, but agreed to comment as an industry expert.

Smythson was unable to respond by press deadline.

Diaries to planes

Smythson has been an advocate of travel since the brand's origins in 1887. To celebrate its involvement with travel Smythson has created a model plane using the brand's leather products.

The email led to three aspects of the brand's Web site. The first is a link to the travel collection of the brand that features luggage labels, passport covers and cosmetic cases. To advertise this collection, the email gives a brief history of brand founder Frank Smythson creating the first practical and portable diary.

In the next section of the email introduces the blog post that readers can click-through to. This post is about an artist's project to create a model plane using the Panama collection of the brand.

Smythson's post is a question and answer article that depicts the process of artist Billie Achilleos in creating the plane.




The propeller made from Panama diaries and notebooks

Mr. Achilleos used diaries, notebooks, purses, pencil cases and passport covers to create a model of a plane. The model will travel to be displayed in multiple Smythson store windows.

The post also gives a brief summary of the history of travel and the heritage of the brand within traveling.

In the last section of the email, consumers are encouraged to discover the brand's heritage at the New Bond Street exhibit in London. When the link is clicked, consumers are brought to the store locator page for the brand.



An advocate of travel since 1887, Smythson has always been at the forefront of exploration.

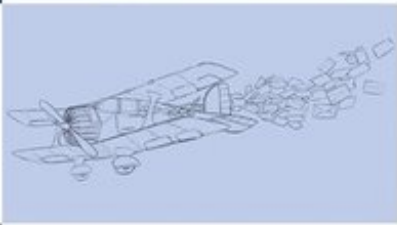


In 1908, Frank Smythson created the world's first practical and portable diary. Nicknamed the 'Panama hat of books', its iconic cross-grain leather has been translated into a covetable collection of travel essentials.

[DISCOVER THE TRAVEL COLLECTIONS](#)

To celebrate our longstanding legacy of crafting luxury travel goods, Smythson collaborates with young British artist Billie Achilleos to create a model plane crafted entirely from the iconic Panama collection.

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From the writing attaché to bespoke handcrafted stationery for Concorde's last flight; discover the heritage of Smythson travel at our New Bond Street exhibit.

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If you do not wish to receive emails from Smythson, please [click here](#)

Email campaign sent to subscribers

The email blast was sent in the morning on July 16.

Emailed ads

Emailing consumers is not a new concept for luxury brands.

For example, British fashion label Burberry promoted its autumn/winter 2014 campaign with an email blast sent to newsletter subscribers containing a behind-the-scenes video.

Instead of sending consumers to a landing page to view the video, Burberry embedded the 18-second film in the email, allowing consumers to watch without leaving their inboxes. This will increase the likelihood of Burberry's video being watched by consumers, as well as drive more traffic to the landing pages ([see story](#)).

Also, U.S. fashion label Michael Kors thanked consumers for their part in the accomplishment of 5 million meals served through its partnership with the United Nations' World Food Programme.

Watch Hunger Stop is in its second year, with a new watch design coming out this fall and events planned for World Hunger Day Oct. 16. By spreading news of the reach of the initiative so far through social media and email, consumers that have not participated so far may be spurred to action ([see story](#)).

Using emails to reach consumers sparks awareness of brands and creates a space where

brands can reach interested individuals.

"Travel is the number one passion for the affluent," Mr. Ramey said. "Tapping into that passion as a resource is powerful.

"Email is targeted and proactive," he said. "Social media requires more prayer."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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

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