

MULTICHANNEL

Top 10 multichannel efforts of Q3

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Virgin Galactic illustration approximating space flight

By JOE MCCARTHY

Luxury brands took to the road, the ocean and space in the third quarter of 2014.

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Luxury Daily

Starwood Hotels and Resorts catered to those who are used to catering and Selfridges celebrated the masters of fashion. Also, Net-A-Porter tapped an expert on activewear to breathe life into its new collections.

Here are the top 10 multichannel efforts from luxury brands in the third quarter of 2014, in alphabetical order:



Four Seasons food truck

Four Seasons Hotels and Resorts is driving down the East Coast through Nov. 11 to treat

consumers to food from its top chefs.

The food served on the truck will vary at each destination to reflect the different styles of each culinary team. This concept effectively promotes the brand's culinary roots and will likely earn many consumers along its journey who will now see the chain as an ideal place to stop for a bite to eat.

"It was cognitive dissonance for a number of people," said Sorya Gaulin, director of corporate public relations and social media at [Four Seasons Hotels and Resorts](#), Toronto. "But it made total sense, because with our food and beverage offers we are trying to connect with the community in a way that is fun and relevant.

"We realized that this is a gold mine for individual properties to promote who they are," she said ([see story](#)).



Emeli Sandé Jaguar XE

British automaker Jaguar enlisted artists from the worlds of music, design and film to get fans "exhilarated" for the Jaguar XE model.

The "Feel XE" campaign was led by British recording artist Emeli Sandé and rallies fans around their various passions. Jaguar is also partnering with fashion designer Stella McCartney and actor Idris Elba.

"Musicians, artists and designers are some of the most innovative people, and therefore, who better to creatively interpret the game-changing driving experience and performance of this vehicle," said Jeff Curry, brand vice president of Jaguar North America, Mahwah, NJ ([see story](#)).

Jaguar Land Rover is drumming up excitement for its recently released Discovery Sport model by giving fans a chance to head into outer space with friends through its partnership with spaceflight company Virgin Galactic.

The Galactic Discovery contest calls for consumers to send in videos through October that demonstrate a spirit of adventure. One winner will get sent with three friends up into space.

Fans that want to enter the contest are asked to create a 30-second video conveying why their spirit of adventure is noteworthy, and why they should be the one to head into space. While images are accepted, videos are definitely encouraged for their ability to capture

more content and convey individuality ([see story](#)).



Video still for Net-A-Porter

British online retailer Net-A-Porter boosted its newly launched activewear line with a seven-day body reboot program for consumers to learn a new work-out and recipe each day.

The program consisted of a video and recipes for each day and workout gear suggestions from Net-A-Porter's activewear. Net-A-Porter collaborated with Nike for this project to bring a training program to consumers that likely generated interest in the retailer's activewear collections.

"I think Net-A-Porter is capitalizing on the athleisure trend, which is forcing a new global outlook on what is acceptable as casual wear," said Michael Mirafior, vice president of strategy at [Zenith Media](#), New York.

"Whereas denim was the "old" standard, being dressed in head to toe athletic gear to brunch is now acceptable," he said. "Mastery of the sneaker market is not merely the domain of a fanboy, obsessive males. Wearing smart, trendy trainers is now part of the mainstream female casual uniform, globally" ([see story](#)).



Deepsea Rolex

Swiss watchmaker Rolex introduced its new Deepsea watch along with the release of director James Cameron's and National Geographic's film "Deepsea Challenge."

The new watch was part of Mr. Cameron's historic dive, enduring pressures hardly known to humans, proving to be a truly waterproof design.

Mr. Cameron, most notable known for the films "Titanic" and "Avatar," adventured to the deepest parts of the ocean floor, the Mariana Trench in the Pacific Ocean. The deepest

point is known as Challenger Deep and is nearly 7 miles below the surface ([see story](#)).



Cover of Saks' fall fashion men's catalog

Department store chain Saks Fifth Avenue updates its touchpoints with the launch of redesigned packaging, a traveling personal shopping service and an updated, editorial-focused concept for its catalog.

Saks' men's and women's wear catalogs now feature news about new brands and emerging trends in the front of the book, much like a magazine. Saks' "heritage of pairing fashion and glamour with unique experiences" is placed at the forefront of these modernizations, allowing the retailer to evolve without losing its image.

"We wanted to create something fresh and a more editorial magazine format allows us to better inspire our customers," said Mark Briggs, chief marketing officer at [Saks Fifth Avenue](#), New York. "Now when you open the new catalog there is a visceral experience," ([see story](#)).



Exterior of Selfridges' London flagship

British department store chain Selfridges brought together 12 "pioneers and provocateurs" in fashion design, including Jean Paul Gaultier and Oscar de la Renta, for a multichannel campaign.

"The Masters" includes dedicated window displays, in-store features, exclusive fashions and bespoke videos about each designer. This celebrates established design talent, while allowing Selfridges to show its connection to the fashion world.

"Looking to truly established designers, who have been so influential and genre-defining in their own unique ways, feels both a very natural and an unusual thing to do now," said Sebastian Manes, buying and merchandising director at [Selfridges](#), London.

"I think quite often in the fashion industry we can become obsessed with the new; with young talent, and emerging labels, which is wonderful and absolutely what we should be nurturing," he said. "But that type of project is something we do a lot of, and we really intuitively felt the need to celebrate some of the established designers who, without which, our store wouldn't be quite as outstanding" ([see story](#)).



SPG Pro promotional image

Starwood Hotels and Resorts is rolling out a new version of its Starwood Preferred Guest loyalty program, SPG Pro, to cater to business professionals.

The new offer allows meeting and travel professionals – those handling the logistics of events – to gain elite status, upgrades and SPG points for business-to-business events booked at portfolio properties. Essentially, Starwood is allowing business professionals to reap personal benefits for what they do at work.

Embedded Video: [//www.youtube.com/embed/sRC3A1iYApI](https://www.youtube.com/embed/sRC3A1iYApI)

SPG Pro - Now It's Your Turn

"Extending Starwood's loyalty leadership to the B2B space makes strong business sense," said Maire Griffin, director of communications at [Starwood Hotels and Resorts](#), New York. "Today B2B accounts for almost 70 percent of Starwood's overall room revenue and with every additional 1 percent share shift, we're adding \$80 million to our topline" ([see story](#)).



Previous New York City Marathon

Swiss watchmaker Tag Heuer entered a three-year stint as the official timekeeper of the TCS New York City Marathon.

To launch the collaboration, Tag Heuer and the New York Road Runners, the organization

that puts on the marathon, are asking consumers to share their running stories for a chance to be featured on a billboard in Times Square. This partnership between the sporting event and Tag Heuer is a match for the brand's heritage and values.

"Usually in these types of partnerships, we tend to sort of find each other," said John Gassner, vice president of business development for [New York Road Runners](#), New York.

"The category had been open, and through mutually reaching each other, we determined it was a good fit with their philosophy and their heritage in running, sports, mental fortitude and staying the course," he said ([see story](#)).



Veuve mail

LVMH-owned Veuve Clicquot sent a branded truck around the United States encouraging individuals to send hand-written letters to friends and family.

The signature yellow truck honored Madame Clicquot, the woman who helped create the brand, and her letter writing style behind the business.

Embedded Video: [//www.youtube.com/embed/B25150S3KCM](https://www.youtube.com/embed/B25150S3KCM)

Veuve Mail YouTube video

The mail truck hosts a special photobooth, food, a live DJ and Veuve samples.

People who see the truck in transit are encouraged to upload pictures to Instagram and tag the brand's handle. The brand is also using the hashtag #ClicquotMail to encourage fans to post on social media ([see story](#)).

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

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