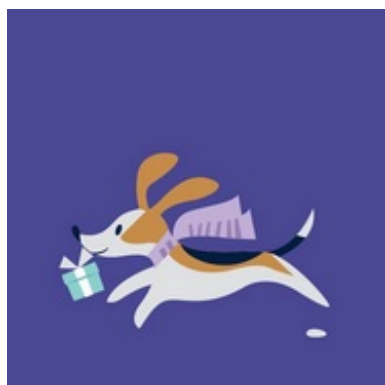


INTERNET

Tiffany creates product-driven winterland for gift guide context

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Tiffany & Co.'s holiday 2014 gift guide

By JEN KING

Jeweler Tiffany & Co. is incorporating its jewelry designs into a holiday landscape of “city lights and snowy nights” to inspire gifting.

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The holiday-themed effort includes social postings, video content with shoppable adaptations and a standard gift guide. Each holiday season, Tiffany captures consumer sentiment by creating a world of glamour, romance and gifting using New York as its wintry backdrop.

"Sometimes brands lead with marketing tactics that draw the consumers eye in terms of creative to create 'buzz,' but the foundation of the company is lost," said Matthew Marchak, CEO/president of **The Eighth Floor**, New York. "By incorporating the product line into these videos, Tiffany seamlessly unites an impactful platform for their consumers while reiterating the product offerings.

"My team at The Eighth Floor have been going through this new holiday gift guide and all agree that it is one of the most innovative and engaging we've seen to-date," he said.

"By creating such an interactive ecommerce platform, Tiffany should expect to see a

much higher Time Spent metric rating, which inevitably will result in great sales ratios."

Mr. Marchak is not affiliated with Tiffany, but agreed to comment as an industry expert.

Tiffany did not respond by press deadline.

City holidays

To introduce its holiday 2014 campaign, Tiffany shared a short 30-second teaser clip to stoke consumer interest on Facebook. The clip is a shortened version of the longer video series found on Tiffany's Web site after the click-through.

On Twitter, Tiffany shared the opening still from the video clip and provided the link to the gift guide housed on the jeweler's site.



Tweet by Tiffany for its holiday gifting effort

The longer video version begins with snow lightly falling over a teal- and blue-hued cityscape before the camera stops in front of Tiffany's 5th Avenue boutique. A female consumer and a Tiffany sales associate come out of the front door and place two Tiffany Key pendants and a collection of wrapped gift boxes into the trunk of a yellow taxi.

As the taxi drives off, a man with his children and dog cross the snowy street pulling a sled stacked with bracelets. Next, the consumer is taken outside an apartment window to watch a couple decorate their Christmas tree with Tiffany T bracelets and a gift exchange.

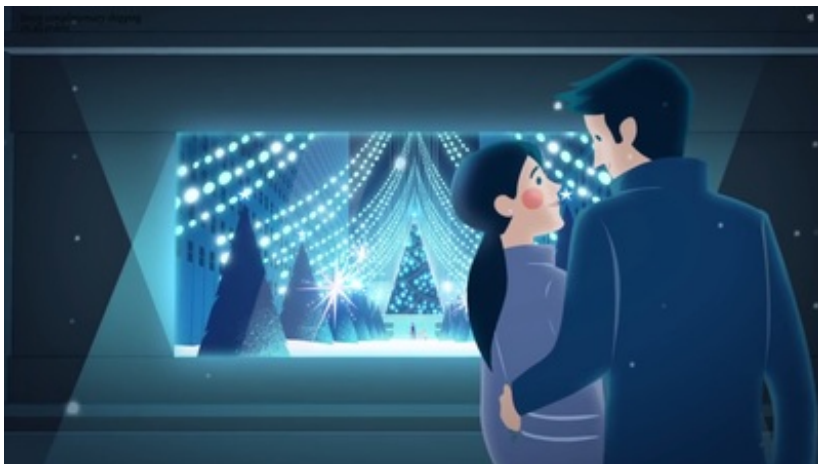


Scene from Tiffany's holiday video

In the next scene, a couple is seen sitting on a park bench as two doves fly overhead. While sitting on the bench, the man hands the woman a Tiffany box. As the couple kisses, fireworks explode in the sky and fall to become the lights of the Brooklyn Bridge.

The following scene shows another couple walking down the street in Times Square with billboards made of Tiffany cocktail rings. Next, a couple figure skates in Rockefeller Center under the Christmas tree until the man stops skating and proposes.

Tiffany's holiday video comes to an end when the camera backs away from the skating rink scene to show a couple standing outside the jeweler's New York flagship looking inside the pane at the window's display.



Tiffany holiday video still

After the video concludes, consumers can scroll down to shop specific collections such as Tiffany T, Tiffany Victoria, Schlumberger rings or handbags. Tiffany also presents consumers with a holiday gift guide option.

Within the gift guide section are shoppable videos that were not seen in the full-length version and also extensions of the main film. The 10 videos include vignettes of a snow globe's base being stacked with bracelets, a dog building a snowman from Tiffany necklace pendants, a party cracker filled with charms and a gingerbread man juggling cufflinks.

Each of the videos can be shopped directly by clicking on an item pictured. When an item has been selected a sidebar box appears with a brief product description of everything seen in the video and options to view additional details, add to shopping bag or save.



Shoppable aspect of the dog building a snowman scene

Below the videos an extended listing of products within that range or collection can be browsed.

Tiffany's holiday video and gift guide series can be found [here](#).

Product incorporation

When creating gift guides, envisioning the products in seasonal settings or as props enhances the consumer's interaction and the whimsy likely keeps attention high.

For the 2013 holiday season, Tiffany used an interactive Facebook application accessible on both mobile and desktop to pique the interest of consumers preparing to shop for the winter holidays.

The jeweler incorporated animations featuring a Paloma Picasso olive leaf pendant tied with a red ribbon high above two penguins as if it were mistletoe and a white rabbit skiing down a slope of Ziegfeld collection pearls among other stills showing seasonal products ([see story](#)).

A whimsical approach often triggers consumer nostalgia.

For instance, in 2013, New York retailer Bergdorf Goodman chose a social approach to releasing its children's holiday gift guide that asked its Facebook fans to share the worst gifts they received in their youth.

The thread of comments started a conversation that continued with Bergdorf's blog post about holiday gifts for children. By asking its followers to participate, Bergdorf Goodman was able to not only engage them and make them feel noticed, but to get to know them from an angle not typically tested ([see story](#)).

Holiday whimsy helps to keep a campaign top-of-mind and may help in shares and return visits.

"Tiffany's is such a classic and iconic American brand with a very traditional history," Mr. Marchak said.

"I think infusing a 'fun factor' into the brands online assets while still focusing on the core

products of the brand actually will appeal to a wider target audience without losing the true DNA of the company," he said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ItrrrNFvY8w](https://www.youtube.com/embed/ItrrrNFvY8w)

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