

ADVERTISING

Tiffany & Co. scores the ultimate product placement at Golden Globes

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By ELIZABETH ZELESNY

Tiffany & Co. is taking advantage of a market where celebrities set trends and steer buying behaviors by spreading the word that Natalie Portman sported its high-end jewels at the 68th Annual Golden Globe Awards.

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Luxury Daily

Affluent consumers, in particular, are extremely motivated by who is seen adorned with luxury goods. That is likely why Tiffany is publicizing the fact that Ms. Portman dazzled in its jewels on the red carpet.

“Designers feel that when celebrities wear their designs, they have hit the pinnacle of success,” said Dalia Strum, cofounder of SocialFashion.com, New York. “This concept originated as an opportunity to give the brand a face and personality.”

“Brands are able to leverage the success of the celebrity to create more of a demand for their items.” she said. “Celebrities, also known as the Glitterati, are always front and center of the media's eye. This is a guaranteed form of product placement with maximum exposure wherever they are being spotted and shared on any form of media/social sharing sites.”

Celebrities are extremely important and valuable in the luxury fashion sector. When a

celebrity wears a particular brand, it could potentially generate opportunities for that company and helps to sustain its aura.

For instance, when celebrities are unpaid and photographed wearing a luxury good that they truly adore, it only adds value to that brand. The celebrities are essentially promoting the company without being endorsed.

Endorsers

Luxury brands are beginning to focus more on the individuals who represent both the company's image and the services it offers.

As fashion trends are constantly changing, luxury brands have a major opportunity to promote their timeless, stable items.

“When celebrities are wearing specific designers, there are major opportunities to provide that information to the media as well as the brand's consumers,” Ms. Strum said. “It increases loyalty, when a celebrity is willing to attach their influence and wearing a brand that they support.”

After the Golden Globes, Tiffany's promoted a press release stating Ms. Portman was wearing the iconic jewelry brand.

“Putting together a press release with images of celebrities wearing any of their pieces and reaching out to not only press, but bloggers as well, creates brand awareness,” Ms. Strum said.

“They have a loyal network that enjoys engaging in conversations relating to each image, and the background story of where it was spotted,” she said. “This creates the viral effect, where bits and pieces are shared through a spider of networks.”

Social media

Brands can also promote awareness by including images of the celebrities wearing its brand on its Facebook and Twitter pages.

It can create a conversation around the “spotted piece,” and brands could interact with consumers and see what they would want to see in the future.

Tiffany & Co. has showcased celebrity endorsements on its **Facebook** and **Twitter** pages.



The image is a screenshot of the Tiffany & Co. Facebook page. The page header shows the Facebook logo and search bar. The main content area features a post from Tiffany & Co. with a teal background. The post text reads: "Tiffany & Co. We understand it's sometimes life requires you to be on the go. So, we now offer a mobile site for your convenience. Simply scan the QR code on your cell phone and you'll be automatically directed to us. When you shop for sparkling diamonds, use gifts, choose an engagement ring worthy of eternal love or find the perfect Tiffany store, 4 hours ago." Below the post, there are two comments: one from "i" saying "200 people like this" and another from "Nicole's Treasures Excellent HDIG..." saying "Just too good for hubby". To the right of the post, there is a "Connect With More Brands" section with a Facebook logo and a "Share with Friends" button. At the bottom of the page, there is a photo of Nicole Portman wearing a Tiffany & Co. necklace.

Tiffany's Facebook page

“Celebrities and luxury brands work hand-in-hand by providing consumers with what they are searching for: glamour, sparkle and exclusivity status,” Ms. Strum said.

Final take

Natalie Portman 2011 Golden Globes interview

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