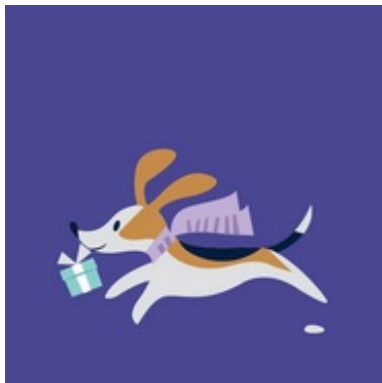


BLOG

Top 5 brand holiday efforts of 2014

December 24, 2014



Tiffany & Co.'s holiday 2014 gift guide

By NANCY BUCKLEY

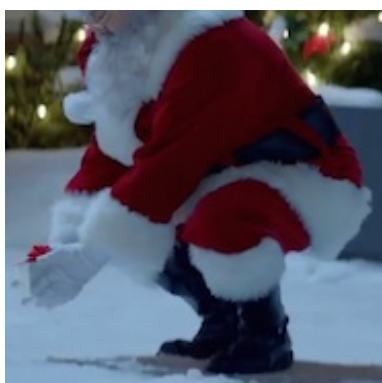
Luxury marketers this holiday season aimed to amuse consumers by creating playful initiatives that led to greater campaigns.

[Sign up now](#)

Luxury Daily

Brands and retailers found ways to intrigue consumers with brand collaborations and revamped previous campaigns with new digital additions. Consumers expect brands and retailers to have holiday campaigns, but doing them well and adding extra initiatives make some stand out among the others.

Here are the top five luxury brand holiday efforts of the 2014 holiday season, in alphabetical order.



Lexus muses on Santa's magic in holiday campaign

Toyota Corp. brand Lexus is revving up its annual "December to Remember" campaign with more digital components and an updated theme.

The December to Remember campaign has become a fixture of the holiday season, and the automaker has used annual twists to keep bow tie-clad Lexus models seeming fresh. The commercials at the center of this year's campaign have a wholesome, family feel and play with the possibility of Santa's tricks ([see story](#)).

Lexus also created a way to connect with consumers this holiday season through branded graphics interchange formats, or GIFs.

With the application PopKey, consumers can send and share GIFs with one another, and Lexus created several GIFs to appear on the keyboard that showcase vehicles with bows or in the snow. By presenting consumers with shareable, fun items, Lexus is likely creating a connection with the younger generations of consumers and encouraging potential social media posts among these consumers ([see story](#)).



Missoni cabana at Four Seasons Resort Maui

Missoni decorates Four Seasons Maui to share brand heritage

Italian fashion label Missoni is reaching consumers getting away from the cold in Hawaii with its first pop-up store and special decorations inside Four Seasons Resort Maui at Wailea.

In addition to the pop-up, Missoni created a one-of-a-kind branded Christmas tree that sits in the resort's open air lobby, on view for both guests and the public. Through this collaboration, Missoni is able to showcase its style, while also spreading holiday cheer ([see story](#)).



SnowPage for Peninsula Hotels

Peninsula Hotels taps snowman to lead holiday initiatives

The Peninsula Hotels is expanding its holiday “SnowPage” efforts this year to facilitate its annual philanthropy campaign.

The SnowPage is a Christmas tree decoration featuring a snowman in a glass orb dressed as a Peninsula page, and guests can purchase a soft toy version as well. The friendly holiday symbol will likely foster a larger community to support the brand’s broader philanthropy initiatives ([see story](#)).

Tiffany creates product-driven winterland for gift guide context

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

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 ([see story](#)).



Instagram image from Yoox

Yoox serves up gifts at imagined dinner party

Italian fashion and design retailer Yoox is highlighting its eclectic gift assortment with a shoppable digital dinner party filled with tastemakers.

Yoox’s “Dinner Party in Venezia” content is accessible on its Web site, through its own mobile application, via its WeChat account and on a shoppable Instagram, allowing consumers multiple ways to connect with the story and make gift selections. This

campaign allows Yoox to show off gift ideas for different personalities on consumers' lists in an engaging, entertaining way ([see story](#)).

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Jus6k2SpUqU](https://www.youtube.com/embed/Jus6k2SpUqU)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.