

INTERNET

## Luxury brands connect with consumers over holiday wishes

December 26, 2014



*Mulberry Christmas card*

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By SARAH JONES

In the days leading up to the holidays, brands reached out to consumers to share their best wishes for their most loyal consumers.

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**Luxury Daily**

Brands split their efforts between social media and email, sharing animated cards and videos. While consumers may not be expecting a brand to send them holiday greetings, it is a thoughtful gesture that shows appreciation.

"I don't think consumers expect or deliberately look for holiday greetings from brands," said Marko Muellner, digital vice president and group director at [Edelman](#), Portland. "I think we can be pleasantly surprised when a brand does something special, but otherwise it just gets lost in the stream of photos and stories from everywhere else."

"I think there's an opportunity for brands to go beyond the obvious during the holidays," he said. "For many, this is a particularly special and social time of year."

"For brands that bring particular value or share something emotional or compelling, holiday efforts can be tremendously effective. Sadly, the vast majority of holiday efforts are simple and cliché, which I think may be worse than doing nothing at all."

## Holiday greetings

Barneys New York was one of the only brands to specifically send Hanukkah greetings. The retailer sent an email to subscribers depicting a menorah, with text wishing consumers a “happy, healthy and festive holiday season.”



### *Email from Barneys*

Many brands did specifically reference Christmas themes.

De Beers sent out a social video, which shows a beam of light traveling around a Christmas tree as a jewelry box on the floor opens. The magic light then lands inside the box. Text included with the video says “De Beers wishes you moments of light this holiday season,” a reference to the brand’s Moments of Light campaign.

Embedded Video: [//www.youtube.com/embed/e96JltuG258](https://www.youtube.com/embed/e96JltuG258)

### *Celebrate Moments of Light this Holiday Season*

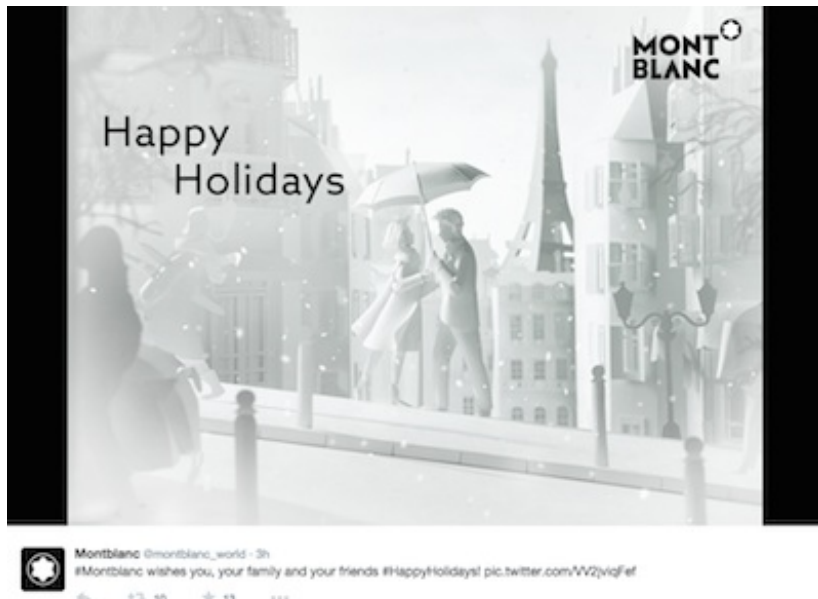
Lamborghini created a social video, which shows Santa drinking at a bar. He leaves and

speeds off in a red Lamborghini, as the words “Time is different in a Lamborghini” appear, along with the message “Buon Natale!”

The automaker also included a “gift” to consumers, sending them to a page where they can download a desktop wallpaper.

### *Post by Lamborghini*

Some brands used their holiday messages to tie up their holiday campaigns. Mulberry shared a photo of the family featured in its Win Christmas campaign, while Montblanc showed a snowy scene from its narrative Wintertale effort.



### *Tweet from Montblanc*

Some incorporated specific gift ideas in a magical setting.

Chloé shared a social video featuring its eponymous eau de parfum. Bottles are suspended from the ceiling, and are illuminated in a choreographed manner to a twinkling soundtrack.

Embedded Video: [//www.youtube.com/embed/TLiuHTxjv9A](http://www.youtube.com/embed/TLiuHTxjv9A)

### *Happy Holidays from Chloé*

Dolce & Gabbana also focused on beauty products with a social video, which wishes consumers a "scented holiday season."

Embedded Video: [//www.youtube.com/embed/8rYar2TFkUg](http://www.youtube.com/embed/8rYar2TFkUg)

### *#DGBeauty Season Greetings*

Lanvin covered all of its bases, sending an email and animated card that wishes consumers “Happy Holidays! Merry Christmas! Happy New Year!” To view the card, consumers have to navigate to Lanvin’s Web site.

The card shows the mother and daughter in the house’s logo twirling hand-in-hand in the snow as the brand’s sentiments appear in a handwritten font.



*Video still of Lanvin holiday card*

Some brands went holiday-neutral, choosing instead to focus on the holiday season as a whole and look forward to a new year. This was sensitive to consumers who may not be celebrating Christmas.

Canali used its email greeting as a look back on all of its 200 Steps videos, sharing a special film compilation.

Both Fendi and Bally sent images of their storefronts decked out for the holiday season via email to wish consumers the best.



*Email from Fendi*

Valentino sent a simple email, telling consumers it wished them peace and happiness for the holiday season. A GIF included spells out peace in multiple languages.

VALENTINO

HOLIDAY WISHES

和平

שלום

WE WISH YOU PEACE & HAPPINESS  
THIS HOLIDAY SEASON

paix

peace

السلام

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VALENTINO.COM



*Email from Valentino*

Instead of a holiday theme, Loewe's imagery in its email shows an ad campaign photo.



# LOEWE



An Interpretation, 1997  
Photographed by Steven Meisel, after Alex Katz

## Best Wishes

Click [here](#) to share.

loewe.com



## *Email from Loewe*

Ralph Lauren brought its limited-edition Fifth Avenue teddy bear to life in a social video. The bear is seen making snow angels, dressed in his sweater and jeans.

Embedded Video: [//instagram.com/p/w9BimCF\\_sJ/embed/](https://www.instagram.com/p/w9BimCF_sJ/embed/)

## *Instagram post from Ralph Lauren*

Some brands, including Elie Saab, encouraged consumers to pass on the holiday spirit. The brand is encouraging conversation on its digital magazine, "The Light of Now."

The conversation is led through the hashtag #CelebrateInGold and asks consumers to share their wishes for the holidays ([see story](#)).

Recognizing that not all consumers celebrate one particular holiday will help a brand be inclusive.

"It's always good to tap into consumers' mind frames during occasions like Christmas," said Romey Louangvilay, chief curator & director of digital marketing at [Curate Directive](#), New York. "Consumers are already in the holiday mind frame and have family, friends

and of course shopping in mind. It's best to tap into that now.

"Customizing your digital efforts by region is always best," he said. "You can go general and just say happy holidays or go specific by region.

"For large global brands who target consumers who don't necessarily celebrate Christmas, it is good to take advantage of Facebook geo targeting feature or email email lists so you don't potentially offend customers."

### Showing personality

Most luxury brands wish their followers a happy holiday season through social media by displaying a photo or writing their well wishes to remind loyal consumers that they are appreciated.

Some brands, including Chanel, Lanvin and Louis Vuitton, took a more whimsical approach last year, creating animated videos to spread holiday cheer and show that while they are luxury brands, they also have a fun side. By going a step further with their holiday greetings, these brands were able to communicate their individuality and further engage consumers ([see story](#)).

While brands tap into their creativity, consumers' reactions should be front of mind.

"In the world of brand mistakes going viral, it's essential that marketers are cautious and sensitive to all sorts of people and traditions during this time of year," Edelman's Mr. Muellner said. "Simple wishes and holiday themed messaging is fine, but if you're going beyond that, think through worst case scenarios for each idea.

"I think brands can stay neutral pretty easily," he said. "I always recommend working on programs that align both to the brand promise and a key consumer insight.

"For many, the holidays are about giving, family, or food and drink, for example. The emotions around all of these can be powerful when brought to life in the right way. When the effort includes providing value instead of just delivering a message or a focus on selling products, magical things can happen."

### Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/dLkzkiws\\_8Q](https://www.youtube.com/embed/dLkzkiws_8Q)