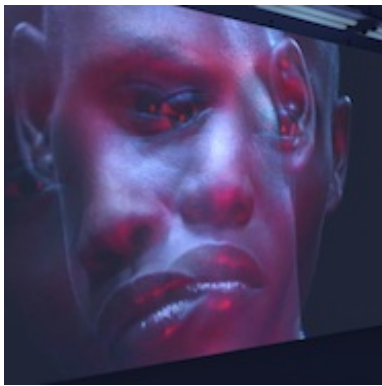


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Top 10 luxury brand digital campaigns of 2014

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Screenshot of Kenzo's digital gallery

By NANCY BUCKLEY

Luxury brands infused digital campaigns into their marketing initiatives this year that led to more interaction between brands and their consumers.

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Digital campaigns sought to update runway shows to better accommodate the digitally inclined and instant gratification-demanding consumer, while microsites and social videos sought to engage the consumer with personal, often user-generated content. Maintaining a relationship with younger, more digitally-savvy and active consumers is vital for brands looking to engage the next generation of consumers.

Here are the top 10 luxury brand digital campaigns of 2014, in alphabetical order.



Dior's latest fragrance range, DiorAddict

French atelier Christian Dior expanded its wonDiorland initiative's digital touchpoints with exclusive mobile content that enhanced the desktop experience.

By entering a device-specific four-digit code found on Dior's mobile site for wonDiorland, the consumer could discover additional content developed from the brand's latest fragrance, Dior Addict. The addition of this mobile-to-desktop tactic aligned with Dior's approach for the fragrance launch that included a dedicated Facebook account to attract brand enthusiasts.

To access the Dior Addict experience on the wonDiorland hub, consumers had to follow the link provided for the brand's Web site, as well as navigate to en.dioraddict.mobi on a mobile device. Once successfully connected, the consumer could use the mobile device to navigate the wonDiorland Web page ([see story](#)).



Fendi drone on a runway

Italian fashion house Fendi gave consumers a different view of its runway show live-stream on Feb. 20 through high-definition cameras attached to drones.

In addition to the standard view of the runway, consumers watching the brand's fall/winter 2014 show on Fendi's Web site during Milan Fashion Week had the ability to switch to the camera angle of the aerial drones. This new way of filming the runway show allowed viewers at home to have a unique experience and feel more a part of the action, as they could switch vantage points.

During the runway live-stream consumers could watch the live footage on Fendi.com. As they were watching, fans could switch between the four or more cameras flying in the air to see different angles of the runway ([see story](#)).



Ferragamo Fiamma campaign image with Helena Bordon

Italian leather goods brand Salvatore Ferragamo is highlighting its family ties with a female-focused campaign around its new Fiamma bag.

Ferragamo's campaign, which launched May 7, includes video interviews with international mothers and daughters talking about their inherited legacies and "their role in the unfolding creation of the beauty and craft of life." By highlighting how other families keep their heritage alive, Ferragamo is able to also showcase its own legacy.

For this campaign, Ferragamo shot pairs and trios of female members of notable families in intimate settings. Three videos were available at campaign launch exclusively on Ferragamo's Web site, and the other four debuted either May 9 or 12.

Ferragamo created a dedicated hub of its Web site for its Fiamma campaign. On this page, consumers can view the films, bag collection, event photos and a social feed ([see story](#)).



Hermès silk microsite

French leather goods maker Hermès is maintaining its dedication to whimsy with a digital microsite "housing" silk products.

The site explores Hermès' equestrian roots and displays a different silk item, primarily scarves, throughout the hand drawn house.

On the microsite, consumers are welcomed through the sketched doors into the La Maison des Carrés, roughly translated as House Squares, referring to the silk scarves within the virtual house.

Room by room a new scarf is seen mixed in with different sized rooms featuring videos, demonstrations and themes of the scarves.

“The separate section of Hermès.com helps free the merchandising from the constraints of the ecommerce template,” said Lauren Owen, account director at [Blue Moon Works](#), Denver, CO ([see story](#)).



Still from British Intelligence video

British automaker Jaguar is building on the popularity of its "British Villains" campaign with a sequel titled "British Intelligence."

The latest global campaign is led by another British actor, Nicholas Hoult, and features various components that carry on the conspiratorial feel of its predecessor. Jaguar is deploying content on numerous platforms, including Google Glass, to ensure that as many consumers as possible see the message.

"Jaguar generated a lot of awareness and interest with the British Villains campaign, that debuted during the Super Bowl last year, and engaged with millions of consumers and enthusiasts," said Joe Torpey, communications manager at [Jaguar North America](#), Mahwah, NJ. "We wanted to build on that excitement and momentum that British Villains created, but in a new and fresh way that allows us to tell a deeper story.

"With British Intelligence, we're introducing a new character, actor Nicholas Hoult, as the technical mastermind behind British Villains," he said.

"This campaign allows us to showcase the thinking and innovation behind our products in a way that is engaging and cinematic" ([see story](#)).

French apparel and accessories label Kenzo is taking consumers inside the atmosphere of its fall 2014 collection with a 3D digital museum.

Kenzo's "Grace to the Nth Power" lets consumers use their phone or mouse to navigate the virtual space, which is complete with videos and a gift shop. Taking consumers on a physical journey through a video series leads to a more immersive experience than simply collecting films on a flat microsite.

An "exit and shop" option takes consumers to a page where they can browse a selection from the fall 2014 collection. Clicking on an item sends the user to the ecommerce page on the main Kenzo Web site ([see story](#)).



Moschino spring/summer 2014

Italian fashion label Moschino gave consumers the opportunity to shop a capsule collection during its fall/winter 2014 runway show during Milan Fashion Week.

Moschino's "Watch It, Taste It, Shop It" event was heavily promoted on the brand's social media channels leading up to the runway show with bold imagery, prompting consumers to sign up for an access code. By making the event exclusive, consumers participating felt they were special and part of the brand's inner circle.

"We are entering an age of marketing ubiquity," said Andrew Higgins, digital strategist at [Pixlee](#), San Francisco.

"Marketers have to be able to translate their brand story and messaging across so many different channels and platforms to be successful," he said. "Anything brands can do to seamlessly deliver new layers of interactions to a brand experience like a runway show is an opportunity to increase customer engagement" ([see story](#)).



Screenshot of Prada's Pradasphere microsite

Italian fashion label Prada expanded the audience of its London exhibit at Harrods in May with a microsite dedicated to past campaigns.

Prada's Pradasphere microsite provided both multimedia from the exhibit itself and also gave a look at runway shows and advertising images dating back to the 1980s. Creating this hub for consumers to view the house's past boosted awareness of Prada's heritage and served as an extension of the physical exhibit.

When the microsite loads, the promotional image from the exhibit was the sole content displayed. This showed a model on a runway in Prada surrounded by images of shoes and handbags by the brand and landmarks in the house's past.

From there, consumers could click through a slideshow of information and images of the physical in-store takeover ([see story](#)).



"Your Memories" section on The Ritz-Carlton Web site

The Ritz-Carlton is giving consumers a central location to share brand memories that will likely spur more social media interaction.

The recently minted "Your Memories" section on the brand's Web site aggregates social posts with the #RCMemories hashtag and invites manual uploads from consumers. As consumers see the images of other engaged Ritz-Carlton travelers, it may foster a sense of community.

For fans that want to earn a spot on the wall, they can post images to social media with the appropriate hashtag or upload directly to the page, expanding it beyond its earlier presence as solely a social media campaign. The brand will then vet all images to ensure that they do not depict anything averse to the brand's values ([see story](#)).



Sotheby's New York headquarters

International auction house Sotheby's has joined forces with online auctioneer eBay to develop a digital platform that enables consumers to easily browse artwork, antiques and collectibles.

The partnership will likely raise eBay's stature in the auctioneer sector, as its work with Sotheby's will introduce the online shopping platform to the international art business. For Sotheby's, partnering with eBay will have a similar effect by making the auctioneer more accessible to global consumers.

Through the partnership, eBay will grant its 145 million active buyers access to Sotheby's expertise, auction experience and artwork and collectibles. For Sotheby's consumers,

seamless access to eBay's platform and payment solutions will make the auction process easier ([see story](#)).

Final Take

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Embedded Video: [//www.youtube.com/embed/Gdkf9mKHB3c](https://www.youtube.com/embed/Gdkf9mKHB3c)

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