

MULTICHANNEL

Top 10 luxury branding efforts of 2014

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Anya Hindmarch mini-mart campaign

By SARAH JONES

Luxury brands further communicated their personal aesthetic through integrated multichannel campaigns and event placement.

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Luxury Daily

From pop-up shops for a cause to timekeeping engagements, brands sought out beneficial associations to reach consumers on a more personal level through their hobbies and interests. This year also brought a series of firsts, as brands expanded beyond their comfort zones to redefine what they are known for.

Here are the top 10 luxury branding efforts of 2014, in alphabetical order.



Anya Hindmarch pop-up on Mount Street

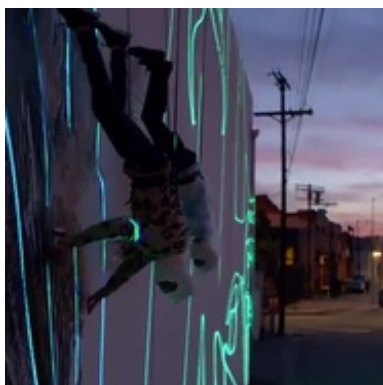
British accessories brand Anya Hindmarch set up a temporary mini-mart-themed boutique on London's Mount Street.

A nod to her fall/winter 2014 collection, which included cereal box-inspired totes and shoulder bags designed to look like metallic potato chip bags, the store resembled a classic convenience store. Instead of typical fashion retail fixtures, handbags are displayed in shopping carts next to gilded cans and fruit or what looks like refrigerated cases.

In reference to its 99 Mount Street address, the shop will be selling ice creams, or soft serve cones, for .99 pence, or about \$1.70, according to [The Telegraph](#).

The brand expanded the campaign to social media, with an Instagram video featuring a can rolling along a counter past generic food items and slightly distorted popular icons such as Tony the Tiger. A brassy trumpet plays to give the video a giddy, carnival-like feel ([see story](#)).

During London Fashion Week, Anya Hindmarch teamed up with Kelloggs to distribute boxes of "Fashion Flakes," a limited-edition cereal collaboration based on Frosted Flakes, to show goes ([see story](#)).



From Audi's "Dues" commercial

Audi of America crafted a multichannel campaign for its entry-level, sub-\$30,000 A3 model that hit the United States in April. The effort revolved around a television spot featuring comedian Ricky Gervais and various other celebrities.

The central commercial in the campaign is called "Dues" and displays celebrities going about their work routines while saying the lyrics to Queen's "We Are the Champions." The toil and grit that the song evokes will likely resonate with the target audience, who may feel that they have earned a new car.

Four other spots trailed the lead commercial and convey ideas such as resilience and authenticity and build upon the buzz that began with the Super Bowl.

Audi expanded the "Paid My Dues" campaign by gathering fan tales of adversity and resilience for a live-stream event in May in Santa Monica, CA, directed by creative figures such as artists, designers and musicians.

As Audi repositions its entry-level vehicles to appeal to a broader audience, tapping the

universal theme of overcoming obstacles likely resonated. Fans were asked to submit stories of times when they displayed creativity, ingenuity and courage ([see story](#)).



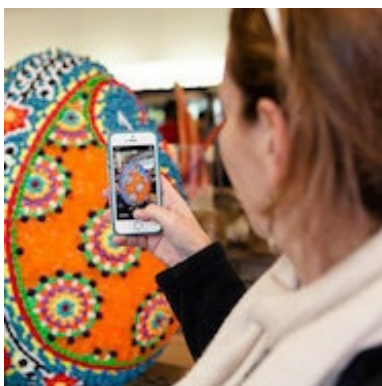
Promotional image for "House of DVF"

American fashion designer Diane von Furstenberg grew her personal brand with a television show.

Prior to the first episode of “House of DVF,” airing on E! in November, the brand reached out on social media and set up a city-wide installation in New York to generate a conversation about the pilot. The show appealed to loyalists, while also opening up awareness of the brand and founder to a wide audience.

The show cast eight millennial fashion-conscious women to vie for the opportunity to represent the brand around the world at parties and events. Through this TV show, DVF not only introduced itself to a younger audience watching at home, but also gained a spokesperson who appeals to a younger demographic.

DVF launched a multichannel campaign in New York, draping her Heritage collection prints over six Lady Liberty statues scattered around the city. Consumers who took a photo with one of the statues and posted it to social media with the tag #HouseofDVF had their picture appear on E! Online’s homepage ([see story](#)).



Consumer checking in during Faberge's Big Egg Hunt

Russian jeweler Fabergé sponsored The Big Egg Hunt to benefit two nonprofits: Studio in a School and Elephant Family. For the event, more than 200 egg sculptures, each created by a leading artist, designer or creative, were placed around New York.

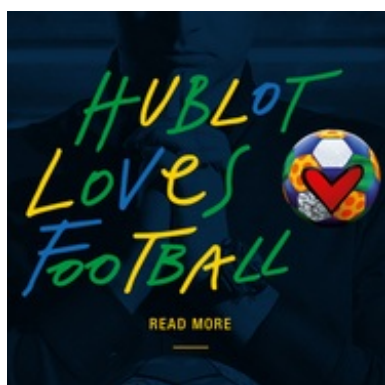
The fundraising event claimed to be the largest public deployment of Bluetooth-enabled beacons, giving participants in a citywide egg hunt a way to access clues, rewards and

other information.

During The Big Egg Hunt, consumers could use their mobile device to “crack,” or check in, at an egg’s location through a dedicated app to participate in the game. About a week into the campaign, the eggs had been cracked more than 124,000 times, with Ralph Lauren’s egg receiving at least 1,400 check-ins.

Those who participated in the hunt were automatically entered in a sweepstakes for the chance to win one of two gem encrusted pendants donated by ethical gemstone source Gemfields.

After the hunt ended, the eggs were gathered together at Rockefeller Center and then auctioned off by Sotheby’s ([see story](#)).



Hublot Loves Football campaign

Swiss watchmaker Hublot strengthened its connection to world of soccer through its international “Hublot Loves Football” campaign in the weeks leading up to the start of the FIFA World Cup June 12.

The global tour took Hublot from country-to-country where the watchmaker awarded local head coaches with timepieces, hosted events and debuted its “Official Watch” of the international soccer matches. As the official timekeeper of the World Cup, hosted in Rio de Janeiro, Brazil, Hublot is aiming to maintain retention in cities with a high concentration of soccer fans outside of the host city ([see story](#)).

Hublot rounded out its international football campaign with a microsite that housed branded content and live updates from the FIFA World Cup. The microsite allows Hublot enthusiasts to enjoy the games with the brand and finds ways to include consumers who may have not had a Hublot Loves Football event in their region.

Fans could watch a live stream from the Hublot Palace and interact with the watchmaker’s live Twitter feed throughout the month-long World Cup.

The watchmaker also filmed a World Cup television commercial, meant to promote Hublot as timekeeper of the World Cup and showing a footballer preparing for a match. A print campaign featured legendary Brazilian footballer Pelé, who is also a Hublot ambassador ([see story](#))



Karl Lagerfeld EmotiKarl icon

Karl Lagerfeld, creative director of both Chanel and Fendi, spent time curating the fragrance portfolio of his eponymous fashion label with an interactive digital touchpoint approach to increase awareness for the new range.

After a 10-day countdown of cartoon hands outfitted with Mr. Lagerfeld's signature studded black leather gloves, the brand officially debuted its namesake fragrances for men and women at London department store Harrods March 13.

Karl Lagerfeld's dedicated microsite, KarlParfums.com, allows consumers to explore the fragrance through a campaign video short. The 35-second video alternates between views of a topless man and a woman, wearing studded black leather gloves similar to those worn by Mr. Lagerfeld, embracing and tousling their hair.

To ensure a lasting impression among consumers who visit the microsite, Karl Lagerfeld also included a Emoti mobile application for Android and Apple devices. The section's copy reads "Say it with EmotiKarl" to "Karlify your messages" to explain that the app includes various Karl Lagerfeld codes that can be incorporated into emails, text messages, Facebook posts or tweets.

The fragrance launch was also accompanied by an out of home tactic. If London consumers hailed a taxi cab adorned with black and white Karl emoti icons they would receive a free sample along with the ride ([see story](#)).



Kenzo digital pop-up exterior

French fashion house Kenzo is partnering with Britain-based conservation group Blue Marine Foundation to help protect the oceans through fashion.

Kenzo has launched a Blue takeover of both its London flagship store and its Web site, as

well as a capsule collection to benefit the organization designed by the label's creative directors Carol Lim and Humberto Leon. As consumers are more and more interested in ecological causes, seeing a fashion brand take initiative on an issue will have a positive impact.

Kenzo launched its collaboration with Blue during its spring/summer 2014 collection runway show in September, with the unveiling of a t-shirt that bore the slogan "No fish, no nothing." The capsule collection contains clothing and accessories for both men and women, including t-shirts and sweatshirts, dresses and backpacks emblazoned with "No fish, no nothing" or fish motifs ([see story](#)).

Kenzo blended social media and awareness with ecommerce in a Parisian digital pop-up store for its NoFishNoNothing line.

Kenzo's pop-up was open for a week, and allowed consumers to shop the collection via ecommerce and interact with digital screens by sharing the campaign on Instagram ([see story](#)).



Ms. Wallis in Maserati's "Strike"

Italian automaker Maserati reinforced its dedication to the North American market during the Super Bowl with its first television commercial.

The commercial promoted the Ghibli model, the brand's first under \$100,000 vehicle, evincing a movement toward inclusivity. Also, the commercial's cinematic nature featuring actress Quvenzhané Wallis aligned with the brand's image during an occasion that often has less to do with reputation building than with conversation shaping.

The 90-second spot is titled "Strike" and appeared during the first quarter of the Super Bowl. Unlike other luxury automakers such as Jaguar and Audi, Maserati withheld its commercial until game day, and likely surprised many consumers who have never seen a Maserati commercial.

Ms. Wallis, known for her lead role as "Hushpuppy" in the film "Beasts of the Southern Wild," narrates a poem about the courage one needs to stand up to giants. Soon, the commercial alternates between Ms. Wallis and workers of various professions working hard ([see story](#)).



Ralph Lauren's cup of Ralph's Coffee

U.S. fashion label Ralph Lauren extended its lifestyle offerings beyond apparel, accessories and homewares to include a selection of finely roasted coffees.

Numerous brands have tried their hands at edibles, oftentimes sticking to chocolates or small treats, to allow consumers to taste the brand's aesthetic.

Ralph Lauren introduced its coffee to enthusiasts on social media and has even created a dedicated Twitter account to track development and build awareness for the product as well as its branded coffee truck, a 1965 hunter green Citroën.

Within the Ralph Lauren Polo flagship, the brand has also designed an in-store coffee shop on the second floor that serves Ralph Lauren brew and baked goods. Ralph's Coffee seats up to 22 guests at marble tables with antique bistro-style chairs and wooden benches.

U.S. lifestyle brand Ralph Lauren continued to round out its culinary offerings with the opening of its first restaurant in New York.

Ralph Lauren's The Polo Bar is housed at 1 East 55th Street, around the corner from the entrance of the brand's new Ralph Lauren Polo flagship on Fifth Avenue. The Polo Bar offers a classic, yet refined, setting for food and drinks while paying homage to "the distinguished sporting lifestyle long synonymous with the Ralph Lauren brand" ([see story](#)).



Veuve mail

LVMH-owned Veuve Clicquot sent a branded truck around the United States and encouraged individuals to send hand-written letters to friends and family.

The signature yellow truck honored Madame Clicquot, the woman who helped create the brand, and her letter writing style behind the business. The truck traveled the U.S., bringing

awareness to the brand and the unique packaging style the brand has adopted.

The mail truck hosted a special photobooth, food, a live DJ and Veuve samples. The truck also encouraged visitors to write and mail a letter. The journeys of the truck could be followed on the brand's Twitter and Instagram page.

People who saw the truck in transit were encouraged to upload pictures to Instagram and tag the brand's handle. The brand also used the hashtag #ClicquotMail to encourage fans to post on social media ([see story](#)).

Veuve Clicquot added a charitable element to its traveling mail-themed effort by asking consumers to design a branded mailbox. The brand's "Re-creation Awards" began on Oct. 1 and welcomed the public to design a mailbox specifically for the Champagne brand's Clicquot Mail package ([see story](#)).

Final Take

Sarah Jones, editorial assistant on Luxury Daily

Embedded Video: [//www.youtube.com/embed/OBcuP60Uh38](https://www.youtube.com/embed/OBcuP60Uh38)

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