

INTERNET

Brands provide resolution help for goal-oriented consumers

January 5, 2015



Instagram image from Bloomingdale's

By SARAH JONES

As consumers looked to reinvent themselves through New Year's resolutions, luxury brands placed themselves in the center of their search.

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Luxury Daily

Whether consumers were seeking sartorial help or healthy tips, luxury brands attempted to be the solution to their problem with recipes, product ideas and advice. Connecting with consumers over personal goals will allow brands to show a more human side, and get noticed by both followers and the media.

"The key word in marketing today is 'engagement,'" said Al Ries, founder and chairman of [Ries & Ries](#), a Roswell, GA-based marketing strategy consultancy.

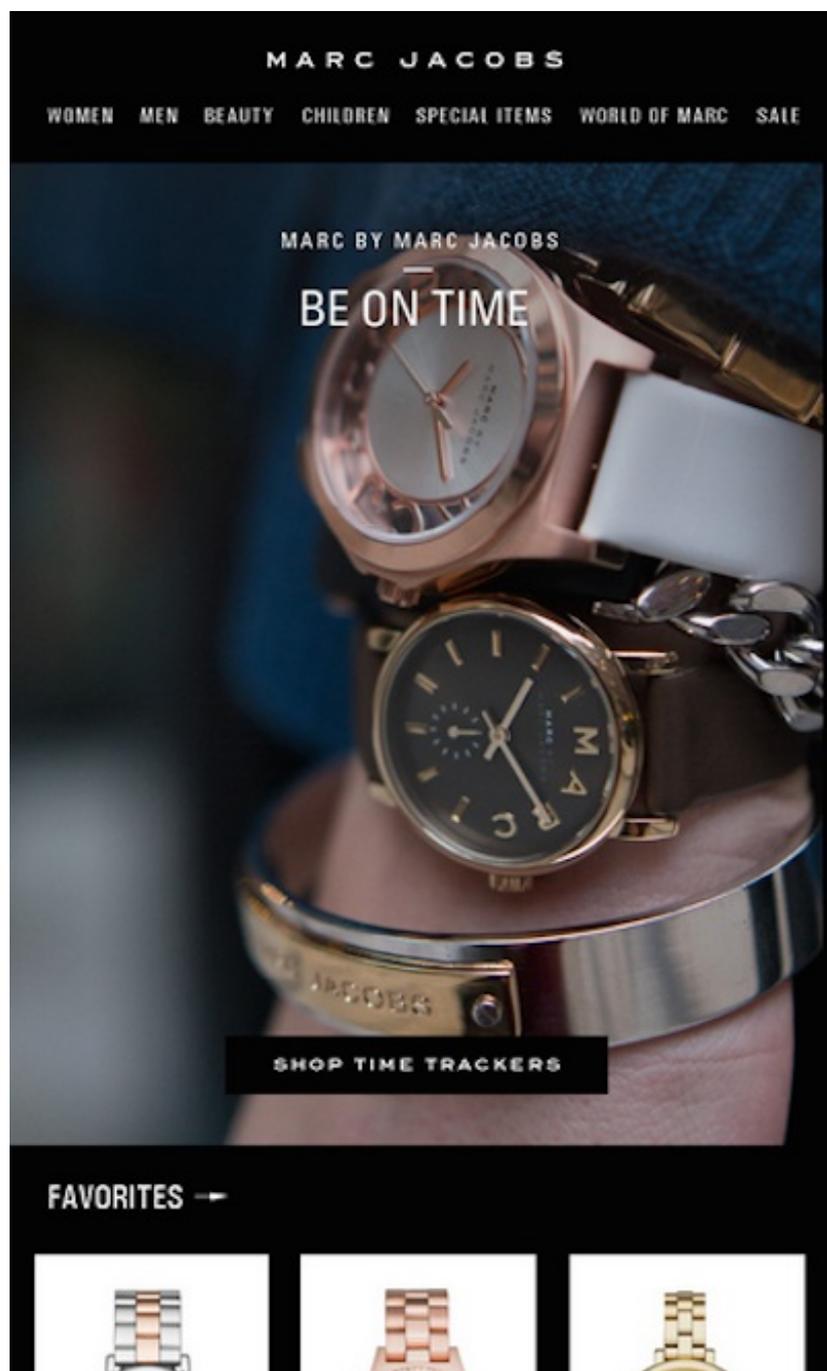
"Companies want to find ways to engage with their customers and prospects," he said. "That's the objective of email and most social-media programs. I don't necessarily agree with this objective, but there's no question that most marketing people are dedicated to the idea.

"My thought is that companies should devote more time and attention to developing specific attributes to attach to their brands—safety for Volvo, driving for BMW, prestige for

Mercedes-Benz--and similar marketing programs."

Fresh start

Marc Jacobs sent an email to consumers Jan. 1 with the subject line "Our resolution is..." Inside the body of the email, the brand shared that it was resolving to be on time, inviting them to shop for "time trackers."



Email from Marc Jacobs

Kenzo Parfums told consumers they should be pampering themselves, especially the day after New Year's Eve celebrations and little sleep. Before they left the house, the brand encouraged a Kenzoki session of its Vital-Ice Cream and Sensual Bare Body Cream, saying "1st resolution in 2015: I'll pamper myself."

KENZO Parfums
23 hrs · 🌐

[GOOD MORNING JANUARY]
Happy New Year! Didn't get much sleep? Don't set foot outside before your Kenzoki session:
To wake up your face, opt for Vital-Ice Cream. Then, envelop your body in Sensual Bare Body Cream...
1st resolution in 2015: I'll pamper myself.
> <http://www.kenzoparfums.com/en/collection-kenzoki>



Facebook post from Kenzo Parfums

Bond No. 9 looked to generate a conversation with its followers on Facebook, asking them to fill in the blanks to share their resolution, and which of their products they would wear to help achieve their goal.

Bond No. 9 Parfum
2 hrs · 🌐

Complete this phrase! "My 2015 New Year's Resolution is _____ and I'm going to wear Bond No. 9 _____ to help me keep this resolution!"

Facebook post from Bond No. 9

For those looking for some style inspiration as they reinvent their wardrobes, Barneys New York offered astrological advice. In a post on its content site The Window, the retailer told Scorpio signs that they should invest in a pair of spiked Christian Louboutin booties for their "no-nonsense" wardrobe.

SCORPIO

October 23 – November 21

Your joie de vivre is infectious as all you set to accomplish is done with sincere intensity. Scorpio is no shrinking violet and relishes in owning a few standout accessories that bring a no-nonsense wardrobe to the sexier side. Cue the master of the provocative adornment, Mr. Christian Louboutin, and this pair of serious boots with a racy line of spikes that only stings a little—when approached head on.



Screenshot from Barneys' Style Astrology blog post

Four Seasons Hotels and Resorts recognized that a lot of its followers were probably attempting to eat better in the new year. In a Facebook post, the hotel chain suggested a page of healthy lunch recipes to combat the “too much eating, drinking and being merry.”

taste by **FOUR SEASONS**
SERVING UP THE BEST IN GLOBAL FOOD & DRINK

RECIPES RESTAURANTS 1 INGREDIENT, 3 WAYS MEET THE CHEFS NEWS

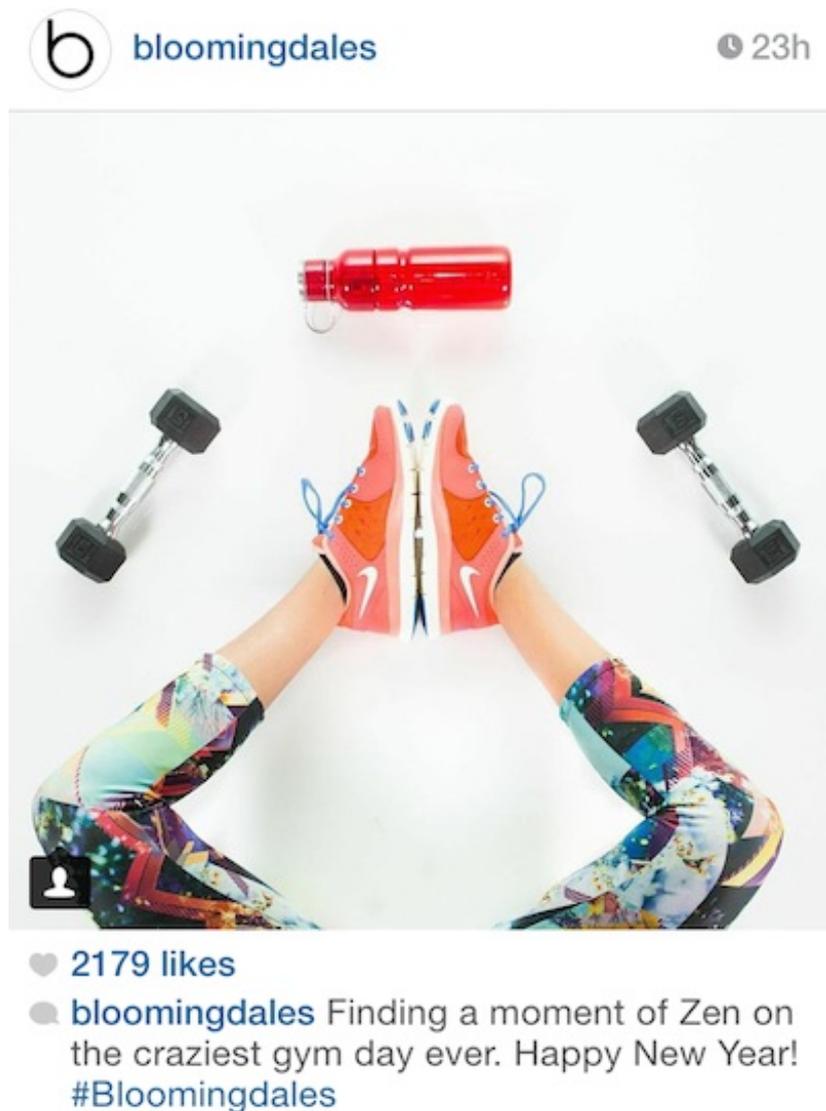
ENERGY BY FOUR SEASONS: HEALTHY RECIPES FOR LIVING WELL SELECT A VIEW SELECT A DESTINATION

- Beet and Goat Cheese Arugula Salad**
Destination: Alexandria
- Greek Salad With Rice and Tempura Shrimp**
Destination: Milan
- The Green Smoothie**
Destination: London at Park Lane
- Mediterranean Boost Juice**
Destination: Florence

Four Seasons recipes

Recipes include a beet and goat cheese salad, a green smoothie and miso-glazed cod.

With so many consumers flocking to the gym in the first days of 2015, Bloomingdale's sought to offer a level of calm in the chaotic crowded workout spaces with activewear.



Instagram post from Bloomingdale's

Nordstrom tried to connect to its followers by letting them know they were not alone if they slacked off a bit at the start of the year. In a Facebook post, the brand showed a woman's legs in slouchy jeans relaxing in bed, with the text "Resolutions can start tomorrow."



Nordstrom

Yesterday at 11:30am · 🌐

Resolutions can start tomorrow...



Facebook post from Nordstrom

Saks Fifth Avenue also promoted relaxation, sharing an sketch to Instagram of a woman relaxing in a tub, telling consumers "Close your eyes. Clear your heart."



saks

saks.com/SaksStyle

17h



5254 likes

saks 2015 Note to Self: Close your eyes.
Clear your heart. Let it go. Relax!
#NewYearsResolution #SaksLife #RG
@blairz

Instagram post from Saks

Energy boost

Recently, brands have come to the aid of consumers with programs to help them improve their health.

For instance, in October Four Seasons Hotels and Resorts launched a program called “Energy by Four Seasons” to promote daily well-being among guests.

The motivating force behind many travel plans is the desire to get away from all the noise of everyday life, which arguably becomes more intense and taxing as technology progresses. Four Seasons aims to capture this urge with a heightened focus on energy and wellness across its portfolio ([see story](#)).

Also, British online retailer Net-A-Porter offered a seven-day body reboot program for consumers to learn a new work-out and recipe each day while viewing clothing options on the Web site.

The program consisted of a video and recipes for each day and workout gear suggestions from Net-A-Porter’s activewear. Net-A-Porter collaborated with Nike for this project to bring a training program to consumers that likely generated interest in the retailer’s newly

launched activewear collections ([see story](#)).

In addition to connecting with consumers, brands are likely thinking of the editorial calendar.

"What brands are doing is filling the needs of the media," Mr. Ries said. "I was just talking with an editor of a famous publication who pointed out that almost every print and digital publication feels obligated to run 'end of the year and beginning of the next year' stories.

"So corporate resolutions tie in well with the stories editors need to fill their publications at this time of the year," he said.

"Since the goal is to generate publicity for the company, it would be best to avoid specific products and just promote the connection a company could have with consumers. Media hate to devote a lot of space to specific brands and products. It tends to suggest that companies are 'buying' editorial mentions."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ww02IZAisAw](https://www.youtube.com/embed/ww02IZAisAw)

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