

INTERNET

Tiffany, The Cut anticipate Valentine's Day with New York insider tips

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Tiffany T collection bracelets

By NANCY BUCKLEY

Jeweler Tiffany & Co. is doling out Valentine's Day advice in a sponsored countdown calendar on New York Magazine's The Cut.

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Luxury Daily

Copying the typical design of an Advent calendar at Christmas, The Cut and Tiffany created this 14-day calendar to offer gift ideas to readers. The gift guide gives Tiffany a chance to connect with its home city, with the suggestion of four Tiffany bracelets, and serves as a hub for gift and date suggestions for New York couples.

"Tiffany's foray into native advertising on The Cut helps the brand join the conversation that's taking place with their target audience," said Michael Goldberg, senior director of marketing at [Triplelift](#), New York. "Sponsored posts, or content marketing, that are exclusive to publications like The Cut tend to be more effective at engaging consumers than traditional display advertising like banners because it is not only formatted to look and feel like part of the editorial readers are accustomed to consuming, the content Tiffany's has crafted offers some level of value.

"Instead of seeing the same old' "buy now" or "signup" messages acquainted with

banners, content marketing allows brands to engage consumers in a way they want to be engaged with; in this case its tips for having an unforgettable Valentine's Day," he said. "Sure, the brand is mentioning its own products, but they are also giving readers advice they can use and benefit from without ever having to buying anything. But be sure Tiffany will stay top of mind for these readers."

Mr. Goldberg is not affiliated with Tiffany, but agreed to comment as an industry expert.

Tiffany was unable to respond by press deadline.

Countdown begins

The Cut's "Count Down to Your Most Exquisite Valentine's Day Ever" presents brands such as Redbreast Irish Whiskey, Veuve Clicquot, Moët & Chandon, Four Seasons and Maison du Chocolat.

Feb. 1 suggested the first Tiffany product, with the brand's Tiffany T square bracelet in 18k gold. Tiffany's Atlas Hinged Bangle, Atlas Wide Cuff and Tiffany T wire bracelet all appear throughout the calendar.

Other suggestions feature New York activities and more traditional Valentine's Day gifts such as chocolates, Champagne, candles and flowers.

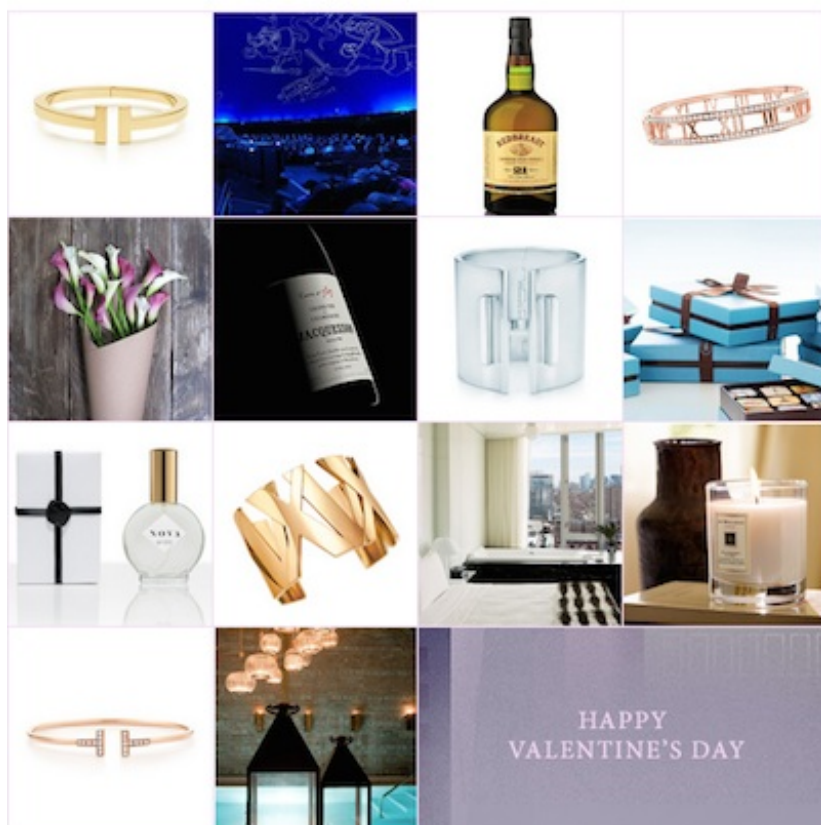


The Cut's calendar

New York's Hayden Planetarium and Aire Ancient Baths make the list, offering couples an experience over a product.

Other suggestions include an overnight stay at Four Seasons' The Standard hotel, three Champagne suggestions from Veuve Clicquot, Jacquesson and Moët & Chandon.

The gift guide allows Tiffany to showcase its products among other New York brands while giving related luxury options for the holiday.



The Cut's calendar revealed

When the reader loads the page, they are given a brief description of the guide and then a calendar appears below. The ideas are released one-by-one with just an image. Underneath the calendar there is a description and a link to the product or experience.

Although it is not Valentine's Day yet, readers are able to see all 14 options before the big day.

Readers who want more than this calendar's options are encouraged to tweet at New York Magazine's "New York FYI" twitter handle for their favorite suggestions. The magazine will respond within 24 hours.

Brand's big day

Tiffany is using Valentine's Day as a way to reconnect with consumers coming off the holiday season and to remind them that jewelry is for everyone.

For instance, its spring 2015 advertising campaign features a same-sex couple for the first time in the brand's history.

The "Will You" campaign includes seven photographs of different couples in various stages of their romantic relationships, captioned with text that expresses their love for one another. One of the images is of a homosexual, male couple about to commit to marriage and exchange engagement rings ([see story](#)).

Also, for the holiday, Tiffany is digitizing its concierge service to help pinpoint ideal gifts for consumers' loved ones this Valentine's Day.

Tiffany introduced its Valentine's Day gift guide on social media with a series of posts that incorporate the jeweler's designs into seasonally appropriate imagery. These images promote Tiffany's "Concierge of Love" who dispenses tips for consumers seeking love and relationship advice, through the purchase of the jeweler's pieces ([see story](#)).

Furthering its recent advertising campaigns, Tiffany chose The Cut likely to reach readers that are in a similar mindset as its consumers.

"The Cut is a great place for a brand like Tiffany's," Mr. Goldberg said.

"They are in front of their target audience; readers who are actively visiting a site like The Cut and seeking out relevant information," he said. "As long as Tiffany's is upfront and explicit that this is an ad - or sponsored post - and they offer relevant content beyond what products they are selling, they will be able to engage and connect with potential customers."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily

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