

MULTICHANNEL

Marc Jacobs coordinates colors for consistency in advertising channels

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Image from the Marc Jacobs spring/summer 2015 campaign

By KAYSORIN

U. S. fashion brand Marc Jacobs is thinking pink this spring with the release of its spring/summer 2015 campaign video and a fun, new paint job for the Mercer Street store in New York.

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Luxury Daily

The brand embraced a pink hue this season, emphasizing the color in the short promotional video it released, and even painted the front of the store in downtown New York to match. By unifying the campaign both digitally and in real life, the brand is ensuring that consumers get a clear message of its spring aesthetic.

"The painting of the store has three components of value," said David Schoenecker, principal at **KODA**, Phoenix, AZ. "One, it directly ties the store to the spring/summer 2015 campaign with a bold aesthetic.

"Two, the color of the store will inevitably lead to consumer curiosity and awareness," he said. "Three, there's some viral opportunities to create chatter through various channels about the store's new look.

"I haven't seen the store to see how bold it presents, but I'm hoping they painted the whole

exterior."

Mr. Schoenecker is not affiliated with Marc Jacobs, but agreed to comment as an industry expert.

Marc Jacobs was unable to respond by press deadline.

Pretty in pink

The video opens with a woman standing in front of a pink background before the camera pans out to reveal she is looking at a solid, pink painting at an art gallery. The camera then zooms in to focus on a close-up shot of her Marc Jacobs handbag.



The video opens with a pink background

Three more girls enter the gallery and walk around looking at the art, which includes a number of identical paintings of solid, pink canvases. There is no background music, and the audio consists of their footsteps echoing throughout the gallery.

Suddenly, one of the girls coughs, noticeably breaking the silence. She pulls a mint from her bag and noisily unwraps it and begins to chew. The other girls slowly form a line in front of a single painting, and turn to look at the girl loudly eating her mint.



The girls are looking at pink paintings in an art gallery

She notices them looking and hastily walks over to join them. The video ends with a shot of the four girls standing in a line in front of a pink painting.

"I found the attitude of the women in the video to be a bit off-putting," Mr. Schoenecker

said. "They didn't seem happy, which translates to a consumer not feeling 'good' while sporting their Marc Jacobs gear.

"That's counter productive when trying to engage a consumer through emotional triggers."



Marc Jacobs posted an image of the painted store on Facebook

In addition to the video, Marc Jacobs announced on Facebook that the boutique located at 163 Mercer Street in New York was painted pink in celebration of the spring collection. The bright shade will no doubt be eye-catching for consumers walking in the popular shopping neighborhood.

The omnichannel approach of incorporating one color into multiple forms of advertising is a big step forward for the brand. Omnichannel strategies are recognized to be more successful, and it is essential for luxury brands such as Marc Jacobs to begin implementing them as frequently as possible.

Embedded Video: <https://www.youtube.com/embed/5UqW4qpi3P0>

The brand shared the short video on Facebook and YouTube

Attention grabbing

Marc Jacobs frequently uses creative campaigns to stand out to consumers and connect in a more intimate way.

For example, the U.S. apparel and accessories brand released a social video showcasing types of guests at a holiday party to introduce its gift suggestions.

"Who's Coming to the Party?" featured different items from the brand's winter products through a fun portrayal of the type of people who come to holiday parties. This video likely

caught the attention of Marc Jacobs' consumers and encouraged them to click-through to the brand's gift suggestions ([see story](#)).

The brand is developing many efforts to keep up with modern marketing strategies. One way to do this is to ensure its technology is up-to-date.

Recently Marc Jacobs worked to stay relevant with a grid-like layout for its Web site redesign that allows many collections to be shown simultaneously.

The brand's Web presence was altered through new navigation options and the expanded page format permits for more on the same page. The update will help keep Marc Jacobs relevant among competitors and be easily accessible for consumers ([see story](#)).

In a similar vein, the video and new paint job will work to keep the brand relevant. Pink is always a good choice because it stands out and attracts consumers.

Nevertheless, there were some flaws that could have been improved.

"I found the video boring," Mr. Schoenecker said. "Sure, I can appreciate the artistry and uniqueness of it, but it lacked any wow factor to engage me emotionally.

"I did like how they weaved clear visuals of the product into the video rather seamlessly, but overall it left me unimpressed," he said. "The minimalist approach is something I almost always appreciate and enjoy, but this feels poorly executed in my opinion."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/4vsaGTDjM3k>

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