

INTERNET

Veuve Clicquot expands social media presence with Tumblr page

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Veuve Clicquot shares images on its new Tumblr

By KAYSORIN

LVMH-owned Champagne maker Veuve Clicquot is sharing a multitude of images with fans on its newly created Tumblr page that will allow the brand to connect with more consumers.

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Luxury Daily

Veuve Clicquot's Tumblr page features both a user-generated content section and posts created by the brand, both of which are sorted by a number of different hashtags that categorize the many images into groups. Having all of its images in one place will allow Veuve Clicquot to present a unified aesthetic to consumers and more accurately represent the brand.

"Tumblr already has built-in niche communities, so if brands are able to tap into a specific niche in a natural and relatable way, they can cultivate a very engaged audience," Jen Choi, senior social marketing manager at [Huge](#), New York. "In addition, Tumblr allows users to post a variety of content types (images, gifs, quotes, videos, audio, etc) in an easy manner, which makes content discovery much more varied and interesting.

"Add to that, content is often reblogged based on seasonal or year-over-year themes which

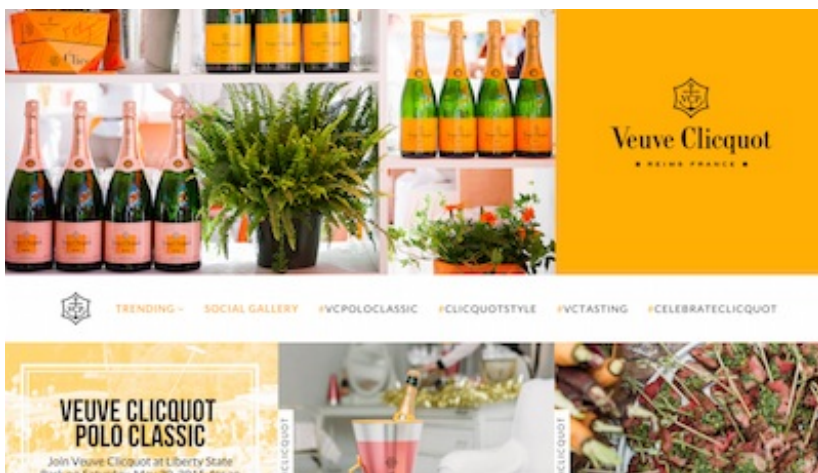
often leads to a longer content lifespan on the platform.

Ms. Choi is not affiliated with Veuve Clicquot, but agreed to comment as an industry expert.

Veuve Clicquot was unable to respond by press deadline.

Joie de Veuve

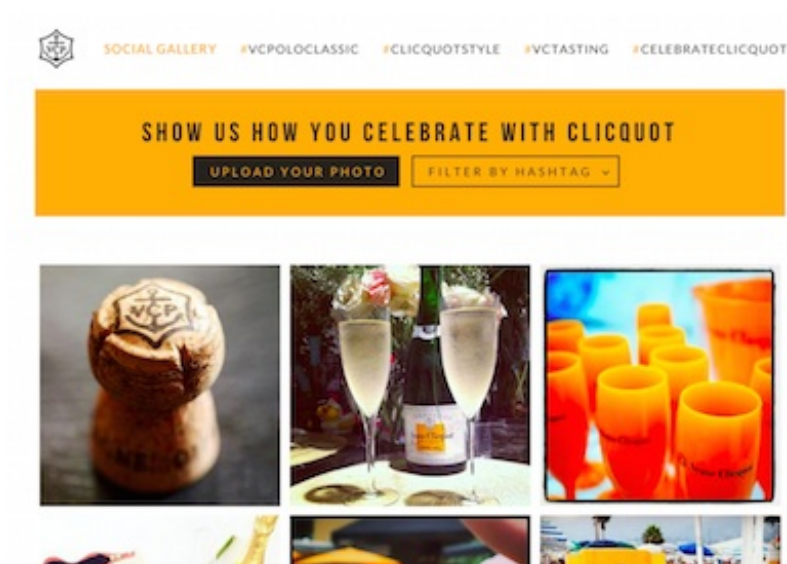
Veuve Clicquot shared its new Tumblr page on Facebook and Instagram, ensuring that its followers would not miss out on the new development. Because users often share images on all three platforms simultaneously, it is logical that Veuve Clicquot would take this next step in achieving the social media triptych.



Veuve Clicquot Tumblr

Veuve Clicquot's Tumblr is primarily organized by hashtags, with four of them featured on the homepage, namely #VCTasting, #CelebrateClicquot, #VCPoloClassic and #ClicquotStyle. The homepage also includes a link to the Social Gallery and a list of the trending hashtags, which includes others in addition to the previously mentioned four.

Having this large number of hashtags allows consumers to sort the images on the brand's Tumblr according to their preferences, making the experience of browsing the page more customized. It may also help expose them to new products as they explore the images on the site.



Veve Clicquot Tumblr

The Social Gallery section gives Veve Clicquot consumers the opportunity to share their own images with the community. Users can upload their own photos and tag them with an appropriate hashtag.

Including user-generated content in its social media can help a brand connect on a more intimate level with consumers. It is fun for consumers to participate with a brand and share some of their own activities with others, creating a stronger sense of community.

At the bottom of Veve Clicquot's Tumblr page there is a link to the brand's ecommerce page where consumers can purchase products they have seen in the images above. The link is clearly visible, and providing such an easy route to ecommerce will likely result in increased conversions.



THE SEVENTH ANNUAL VEVE CLICQUOT POLO CLASSIC

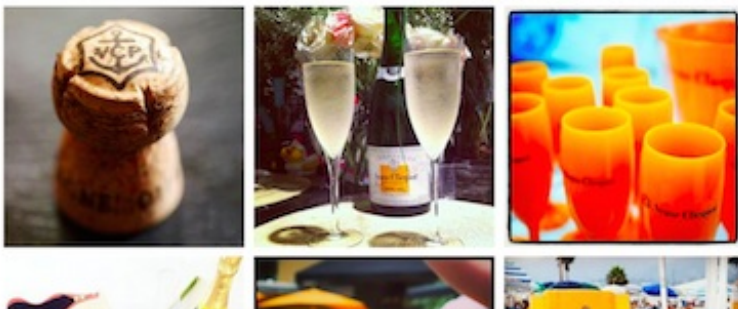


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Veve Clicquot Tumblr

Tumbling into Tumblr

Many brands have been turning to Tumblr lately in an effort to expand their social media

presence and reach a larger number of consumers. One example is France's Guerlain, which aimed to increase its exposure among young consumers who may be unfamiliar with the LVMH-owned beauty brand's heritage and products by creating a Tumblr account in 2014.

Guerlain's Tumblr explores the brand's fragrance and beauty products while interweaving facets of history and craftsmanship to introduce the beauty maker's full identity. Tumblr's community-based format helps brands connect consumers who have similar likes and interests in parallel channels ([see story](#)).

Tumblr is well suited for marketing because of its image-heavy design that allows brands to share beautiful content with consumers.

Another example of a brand that has recently created a Tumblr page is the French menswear house Berluti, which reached out to a younger audience with a new account devoted to the brand's aesthetic.

Berluti announced the endeavor on Facebook hours before its fall/winter 2015 fashion show, urging viewers to check out exclusive backstage images on the new page. At press time, there were 20 posts on the page, including images of sketches and model castings ([see story](#)).

Veuve Clicquot's new Tumblr has already allowed the brand to share a large number of beautiful images. The new social media platform will likely help the brand continue to connect with consumers.

"Tumblr's known for its younger demographic, so there's an opportunity for Veuve to start cultivating brand advocates and connect with the younger end of its target consumer who are still feeling out their champagne/alcohol preferences," Ms. Choi said. "In addition, Veuve has the opportunity present itself through a more light-hearted lens as a way to connect with the younger demo because they have a more mature social perception."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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