

MOBILE

## Top 10 luxury brand social marketers of Q2

July 9, 2015



*Image from Versace's breakfast via Periscope*

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By KAYSORIN

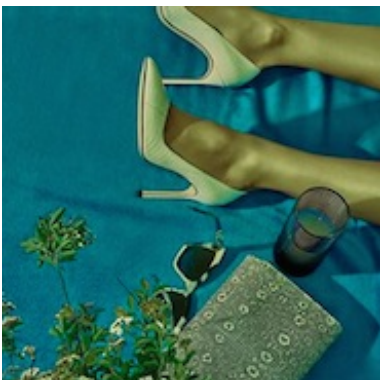
In the second quarter of 2015, brands took advantage of many of the new social media platforms that have been recently introduced.

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Social applications that stream video content such as Snapchat and Periscope were especially popular, as they allow brands to connect with consumers in a different way. The more immediate and intimate access gives consumers an inside look at brands and keeps them up-to-date on all of the latest initiatives.

Here are the top 10 social efforts of the second quarter, in alphabetical order:



## Barneys shoppable Instagram

Department store chain Barneys New York was the latest luxury retailer to implement shoppable content on its Instagram account.

Beginning on June 23, followers of Barneys' Instagram account were able to shop featured goods through Like2Buy. One of Instagram's main pitfalls is that users are unable to insert hyperlinks into photo captions, thus causing a halted, although visually engaging, interaction between brands and consumers ([see story](#)).

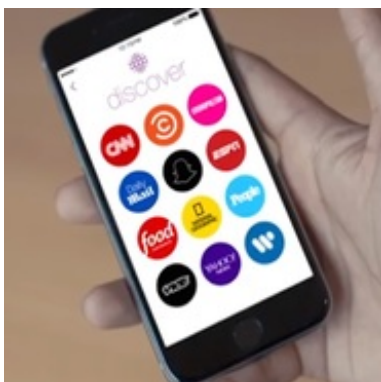


*Berluti's Wall of Shoes*

## Berluti foot selfie campaign

French footwear maker Berluti brought its online user-generated gallery in-stores with a "Wall of Shoes" that encouraged consumers to take a "selfie," or a foot selfie.

Consumers were encouraged to snap a photo of their shoes in-store and post them on Instagram, a campaign that had been on the platform for a few months, and then the photos were printed out and placed on Berluti's walls around the world. Taking a social media campaign and bringing it in-store allowed Berluti to extend the campaign even further and spin attention back to itself ([see story](#)).



*Snapchat's discover*

## BMW sponsors Snapchat Discover

German automaker BMW joined the instant gratification application world by sponsoring CNN's daily news updates in the new Discover feature on Snapchat.

CNN delivered a new Discover edition which publishes five or more global news stories

every 24 hours, and BMW ran video ads between the stories for its i3 vehicle. The stereotypically young audience of Snapchat was likely intrigued to discover more from the advertising presence of the environmentally conscious BMW i3 within the latest feature of the app ([see story](#)).



*Burberry campaign starring Emma Watson*

### Burberry live-stream via Line

British fashion house Burberry live-streamed its Prorsum women's wear autumn/winter 2015 show thanks to a partnership with Japanese social application, Line.

The two companies teamed up to allow Line users who follow Burberry's official account to watch the runway show live from London on Feb. 23. The project used the live mobile cast functionality of the app to stream the show in real time on viewers' mobile devices ([see story](#)).



*Harrods' #MyGreenMan*

### Harrods' Green Men on Instagram

British retailer Harrods communicated with its worldwide fan base through an Instagram initiative starring its green-clad doorman.

For more than 100 years, a Harrods Green Man has been posted at every door of the London department store, thus becoming an icon in its own right. To celebrate the Vogue Festival 2015, of which Harrods was a sponsor, the retailer invited consumers to take the Green Man away from his post on travel adventures ([see story](#)).

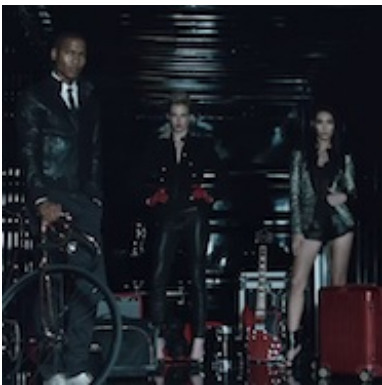


*Jean Paul Gaultier campaign screenshot*

### Jean Paul Gaultier social media scavenger hunt

French fashion brand Jean Paul Gaultier stoked interest in its latest exhibition through a Parisian scavenger hunt on Twitter and the live-streaming application Periscope.

Social media fans were spurred to track down two fleeing models, Bride and Punk, from the Jean Paul Gaultier exhibit at the Grand Palais des Champs-Élysées, which opened April 1 and will close August 3. Periscope has permeated the fashion industry mostly in the form of immersive runway shows, so Jean Paul Gaultier's use of the app in a way that gives consumers agency presents an expansion of possibilities ([see story](#)).



*Lexus targets younger consumers*

### Lexus Facebook advertising

Toyota Corp.'s Lexus is using Facebook's advertising data and targeting tools to reach niche audiences with more than 1,000 videos created to appeal to different types of consumer.

The short films feature the Lexus NX, a vehicle the brand has been targeting to younger consumers, and include different analogies between objects and the car. Using digital targeting tools on social media allows brands to reach consumers in a more individualized manner but may also raise concerns about advertisements being too personal ([see story](#)).



*Promotional image for Mandarin Oriental Twitter talk*

### Mandarin Oriental Twitter chat

Hotelier Mandarin Oriental answered common questions about planning for family summer travel through a Twitter chat.

On May 27, the chain prompted an interactive conversation by asking questions through its main account, enabling both consumers and its own employees from various properties to share advice and tips they have picked up. Using Twitter in this engaging way enables Mandarin Oriental to show it cares beyond a guest's stay ([see story](#)).



*Tag Heuer's tennis match was widely shared on social media*

### Tag Heuer Champs-Élysées match

Swiss watchmaker Tag Heuer used the latest live-streaming technology to share a fun and exciting event with its followers.

The brand hosted a tennis match outside its store on the Champs-Élysées in Paris, pitting brand ambassadors Maria Sharapova and Nei Nishikori against each other for a lighthearted game. By streaming the event on Periscope, Tag Heuer ensured that consumers around the world would have real-time access to the match as it unfolded ([see story](#)).

### Versace Periscope breakfast

Italian fashion label Versace is giving consumers access to its events by live streaming them with the latest social media application Periscope.

The brand hosted a breakfast in bed with Donatella Versace and shared footage to its Periscope account, allowing viewers to tune in and enjoy the breakfast in real time. Periscope has only been life for a few weeks, but Versace is showing consumers it is on

top of the latest technology by making use of it already ([see story](#)).

## Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

Embedded Video: [https://www.youtube.com/embed/d\\_1tsKa9Uss](https://www.youtube.com/embed/d_1tsKa9Uss)

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