INTERNET

Trussardi celebrates #ElegantlyCool aesthetic with Coca-Cola campaign

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Image from Trussardi's #ElegantlyCool campaign

By SARAH JONES

Italian apparel and accessories house Trussardi is reaching out to aspirational consumers with a social contest surrounding its stylish Coca-Cola Light cans.

For #ElegantlyCool, the brand is asking consumers to share a photo of their own Trussardi Coke for a chance to have their picture featured on a dedicated microsite and to be entered to win prizes from the fashion label. Partnering with Coca-Cola gives Trussardi access to a wider consumer base for this campaign, and the low cost of entry may boost participation.

"By outfitting a ubiquitous product with unique designs, Trussardi and Coca-Cola are able to drive conversation and community around both of their brands," said Matt Langie, CMO of Curalate, New York.

"The designs themselves are fun, colorful and unexpected," he said. "They provide visual fodder for visually-minded consumers, resulting in images—nearly 700 on Instagram already—that are as inspired as the cans themselves."

Mr. Langie is not affiliated with Trussardi, but agreed to comment as an industry expert.

Trussardi did not respond by press deadline.

Chic soda

To celebrate Coca-Cola's 100th anniversary, Trussardi designed a handful of fashion-forward soda cans, which debuted during Expo Milano. One is a textured gold pattern, while the other two feature bright abstract prints. All of them say "Elegantly cool" on the side.

Coca-Cola cans from Trussardi

To raise awareness for its designs, Trussardi is inviting consumers to share their own shot of the branded Coke can that captures the #ElegantlyCool theme.

Trussardi filmed a short social video to introduce the contest featuring the bloggers behind TheAtelier.me, Patricia Manfield and Giotto Calendoli. The young couple opens a box containing three of the Coca-Cola cans and pulls out a piece of paper explaining the campaign.

Once they are up to speed, the duo is shown giving each other competitive glances and playing tug of war with one of the drinks. Following is a montage of them going about their day at the park or in a hair salon, posing for selfies with the different cans and sharing their photos with each other, with text message bubbles of their conversation appearing on screen.

Eventually they both arrive at Caffe Trussardi, where they upload their photos to the microsite. At the end, an accidental appearance in each other's photos creates a truce.

Embedded Video: https://www.youtube.com/embed/28jJuGGQ3bA

Vinci il mondo Trussardi con Coca-Cola light

To participate, consumers have to login with an existing Facebook account or register for one via the Elegantly Cool microsite.

Providing inspiration for entrants, Trussardi includes a gallery of the bloggers' photos. Consumers can also peruse a gallery of existing entries.
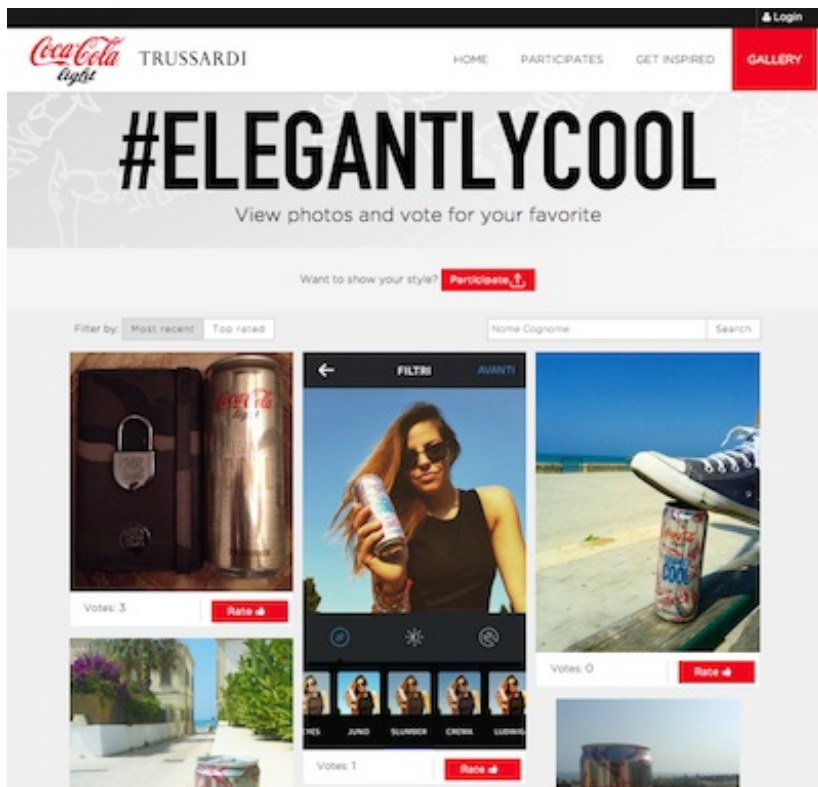
Trussardi Elegantly Cool microsite

Trussardi's contest runs until Oct. 20, giving consumers a substantial timeframe to locate one of the cans to participate. The winner will receive an outfit from the brand's fall/winter 2015 collection and will get an invitation to an exclusive event thrown by the label.

Coca-Cola Light has previously partnered with other design houses, such as Marc Jacobs and Jean Paul Gaultier, on chic soda cans.

"Trussardi and Coca-Cola can foster engagement by leveraging the outpouring of user-generated images on their own marketing channels, but not without insight," Mr. Langie said. "By leveraging image analytics, both brands can achieve a deep understanding of how this UGC is resonating with consumers, as well as which platforms are generating the most buzz.

"For example, are images with people or pets provoking a stronger response? Is one of Trussardi's designs outperforming the rest?" he said. "These kinds of questions are essential to creating relevant experiences and establishing meaningful connections during and even after a campaign."

Incentivizing involvement
Partnering with a mass food brand can enable a luxury fashion label to give a wider range of consumers access to their designs.

For instance, French fashion label Kenzo teamed up with French mineral water brand evian for a limited-edition bottle.

The partnership carries over the inspiration behind Kenzo's Fall/Winter 2014 collection, for which the brand looked to director David Lynch's oeuvre. Finding the right brand to

partner with can be tricky, especially when the products in question are available at low price points, but evian has established its merits with other luxury brand collaborations in the past (see story).

User-generated content campaigns that have low barriers to entry also include a wider segment of brand fans.

French footwear and accessories label Christian Louboutin looked to build awareness for its latest collection with a digital campaign centered on a personified totemic face.

Christian Louboutin's #Tribaloubi social effort asks consumers to download and print tribal-themed finger puppets and share their creations on social media for a chance to be featured by the brand. Christian Louboutin often shares photos of its followers wearing its handbags and shoes, and this enables aspirational consumers to also get recognition from the brand, furthering their sense of loyalty (see story).

"User-generated content is powerful because it's authentic," Mr. Langie said. "It represents real people, experiencing real products, in real life. So while, on the surface, Trussardi and Coca-Cola might be completely disparate brands, it's clear that these businesses value authenticity.

"As we've seen with brands that leverage UGC in marketing, Trussardi and Coca-Cola now have an opportunity to establish authentic relationships among a broad set of consumers."

Final Take
Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: https://www.youtube.com/embed/DakBJZvJhTw