

INTERNET

Tiffany unlocks path to Chinese consumers in latest campaign

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Tiffany key

By FORREST CARDAMENIS

U.S. jeweler Tiffany & Co. is opening the unlimited potential poised by China through a campaign promoting its key motif.

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Although the jewelry pieces are available for sale globally, the campaign videos are in Chinese without subtitles, and are posted to Chinese Web sites rather than YouTube. The campaign will likely appeal to consumers in Greater China's vast marketplace, but Tiffany's decision to promote the campaign on its social media networks will ensure crossover success as well.

"Each culture has its own cues," said Chris Ramey, president of [Affluent Insights](#). "What resonates in one culture doesn't necessarily resonate in another. Understanding the differences is what really matters. Love' is very likely perceived and represented differently in China."

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

[Tiffany](#) could not respond before press deadline.

Unlock the possibilities

The campaign's two ambassadors, Chinese supermodel Liu Wen and Taiwanese director and actress Sylvia Chang, were chosen in part because they have different backgrounds and stories.

Ms. Liu went to New York for a modeling career and Ms. Chang has had a successful career in the film industry in China. Attaching dissimilar personalities to the product shows that Tiffany keys are suitable for all women.

[video width="420" height="236" mp4="https://www.luxurydaily.com/wp-content/uploads/2015/10/Liu-Wen-Tiffany.mp4"][/video]

Liu Wen Tiffany key video

From Tiffany's Chinese Web site, users can click on either woman's name and to be sent to an interactive image of a table featuring personal belongings. Following the prompts brings the user to a video of either Ms. Wen or Ms. Chang, with storylines inspired by their personal lives.

For example, Ms. Wen's video draws on her story of leaving her home to pursue her modeling career in New York,

with a boarding pass from New York to Beijing clearly visible. Both videos include a Chinese voiceover that is not translated, indicative of the target market for the product.

After watching the video, users can click on a number of objects, such as a letter, a camera, a drawing, a boarding pass, a map or photographs, which will prompt an audio clip explaining the significance of the chosen object.



Sylvia Chang interactive Tiffany key campaign

Shortened videos and a link to the Web site have been shared on the jeweler's Facebook page, suggesting a large Chinese-speaking following on social media and also alerting other consumers to the Tiffany Keys.

Indeed, another video, featuring Ms. Wen in addition to other models, includes an English-language voiceover and will alert a larger audience to the product. In the video, the narrator speaks of the metaphorical possibilities of keys before the video concludes with the campaign's tagline, "unlock the possibilities."

The tagline is especially appropriate given the broadening role of women in the workplace in China and serves to remind female consumers that Tiffany Keys do not need to be a romantic gift and are not a "key to the heart," but are instead suitable for single, independent and working women.

[video width="420" height="236" mp4="https://www.luxurydaily.com/wp-content/uploads/2015/10/Tiffany-english.mp4"][/video]

Tiffany key English-language video

The enormous growth of China's economy makes it an obvious place for a brand to cultivate a following. Similarly, the increasing visibility of women in the workplace makes the decision to brand the key as an item of self-fulfillment and personal goals rather than a romantic icon will appeal to more consumers, particularly younger consumers.

Do it again

This is not the first time Tiffany has pivoted its products from being symbols of romantic love to symbols of more independent traits.

Last month, the jeweler ushered in a new beginning with the reveal of three revamped collections.

Autumn is a season of beginnings, so it is as good a time as any for Tiffany to unveil its reinterpretations of its Tiffany Infinity, Tiffany Bow and Tiffany Victoria collections. Although altering collections is inherently risky, Tiffany's selection of which lines to change and its adherence to the qualities of each collection and its own brand mitigates that risk.

The videos for those collections showed models interacting in a number of different ways and were without men, thereby telling the viewers that Tiffany jewelry is for any occasion ([see story](#)).

Tiffany has launched geographically defined campaigns in the past before, albeit much closer to home.

In August, the brand sought to make a lasting impression on its hometown of New York with the opening of its foundation's Woodland Gardens in The Battery.

The gardens, made possible by a \$1 million grant from the Tiffany & Co. Foundation, encircle a new SeaGlass carousel, part of the revitalization efforts in the park in downtown New York. With this new permanent space, Tiffany will give the 6 million tourists and locals that visit The Battery each year an experiential understanding of its adoration for New York for years to come ([see story](#)).

"Marketers invest where they desire to change behavior," Mr. Ramey said. "China's large emerging middle class is a perfect target for Tiffany and many other luxury brands."

Final Take

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