

INTERNET

Tiffany makes final gifting push in fashion media

December 21, 2015



Image from Tiffany holiday 2015

By STAFF REPORTS

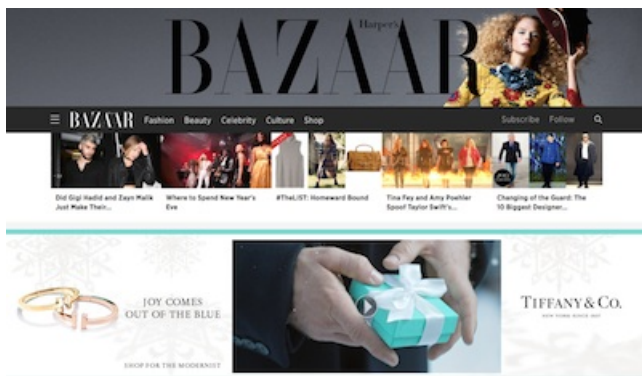
Jeweler Tiffany & Co. is speaking to holiday procrastinators with a series of display ads targeting the fashionable crowd.

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Ensuring that its gifting-ready baubles were not missed, Tiffany is running efforts on the Web sites of Harper's Bazaar, Elle and Women's Wear Daily, all of which speak to seasonal jewelry purchases. With Christmas only days away, Tiffany may be able to spur in-store visits for some final present preparations.

Down to the wire

Tiffany is running elements of its "Joy Comes Out of the Blue" holiday campaign on Harper's Bazaar. On the homepage of the magazine's site, the brand is running a large banner with embedded video.



Tiffany ad on Harper's Bazaar

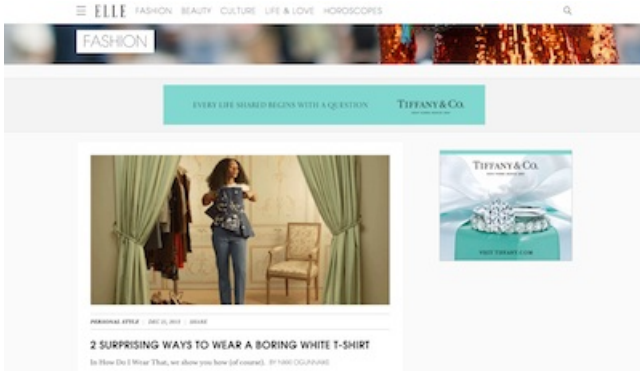
In the film, an edit of the brand's longer video campaign, a man sits in a yellow taxi holding a blue box. He hops out of the cab and approaches an apartment building, pausing to let a couple carrying a Christmas tree pass before making his way up the steps to his significant other.

Tiffany & Co. A Tiffany Holiday

Next to the video, the jeweler gives the call-to-action to "shop for the modernist" along with pictures of its Tiffany T collection bracelets. Other versions of the ad offer options to "shop for the connoisseur," featuring diamond and

tanzanite Soleste rings.

On Elle's fashion section, Tiffany chose to focus on another cause of jewelry purchases this season engagements. In a turquoise banner the brand communicates the message that "Every life shared begins with a question."

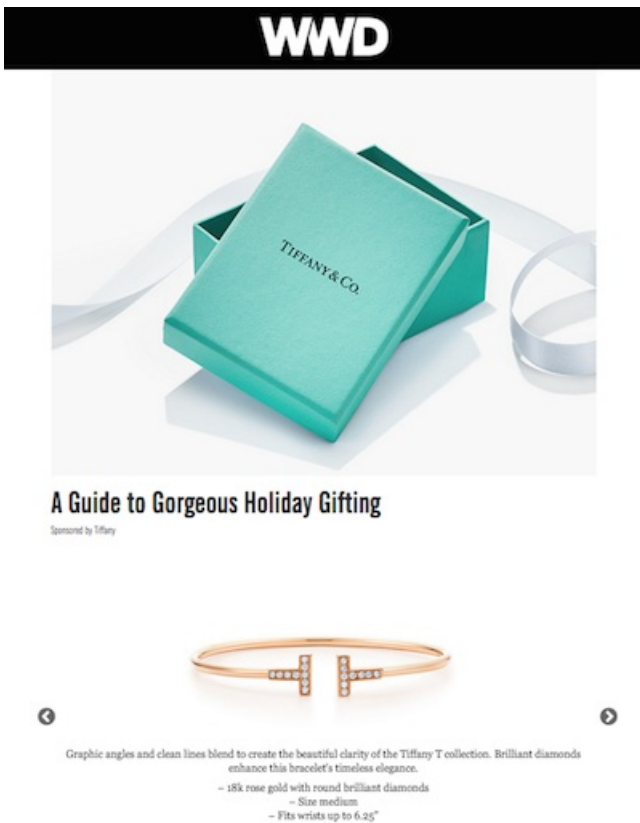


Tiffany ad on Elle

In the accompanying side ad placement, a Tiffany diamond ring perches atop a turquoise box.

Tiffany went a different route to appeal to WWD readers, opting for sponsored content. The brand's "Guide to Gorgeous Gifting" was linked from the publication's homepage.

The post itself is a slideshow of "gifts that will leave your loved on breathless," with suggestions of four bracelets from Tiffany's Atlas and T lines.



Screenshot of Tiffany sponsored content on WWD

Tiffany's effort is most likely to reach the late shoppers, who are likely in the majority.

More than a third of luxury buyers plan to spend a higher amount on holiday gifts this year than in 2014, but many brands started marketing to them too late, according to a report from Shullman Research Center.

Over half of such consumers planned to start their shopping before Thanksgiving or had started already by October, and nearly a quarter hoped to be done before the calendar changed to November. Early holiday shopping means brands need to reach out to lure consumers into their stores and onto their Web sites before the opportunity vanishes (see story).

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