

MULTICHANNEL

Top 10 multichannel marketers of 2015

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Burberry Festive campaign 2015

By STAFF REPORTS

Brands are finding ways to engage with today's connected consumers by bridging physical and digital channels.

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From documented road trips to time capsules, heritage houses rediscovered their own histories and invited consumers along for the ride, allowing them to become part of the brand story. Evolving consumers' roles from passive bystanders to co-creators helps to foster loyalty.

Here are the top 10 multichannel marketers of 2015, in alphabetical order:



Naomi Campbell for Burberry, holiday 2015

Burberry's festive holiday

British fashion house Burberry has recruited an iconic, all-British cast of talent to celebrate the 2015 holiday season.

Burberry often celebrates its British heritage through musical tie-ins, and its "Burberry Festive" campaign is no exception with links to Sir Elton John and the film and musical "Billy Elliot." The Burberry Festive film component premiered on Nov. 3 at the brand's London flagship before being simultaneously shared across its social media platforms ([see story](#)).

Burberry then built on the effort, working with Google to give consumers the chance to become part of the film at its Regent Street store ([see story](#)). The brand also staged an interactive billboard in London's Piccadilly Circus featuring its holiday scarves ([see story](#)).



Look from Givenchy's spring/summer 2016 runway

Givenchy's democratized runway

French fashion house Givenchy gave the opportunity to attend its spring/summer 2016 runway show in New York to all of its fans rather than a select few.

On Sept. 2, the label launched a microsite that gave away tickets to the event to the first 820 fans that register. This elevated the general democratization of fashion seen in recent years in which all consumers can be participants via social media and other online mediums ([see story](#)).

Givenchy then increased the visibility of its New York Fashion Week presentation on Sept. 11 through strategic viewing placement.

The show was live streamed in Times Square, Flatiron Plaza and Orchard Street on the Lower East Side from 6:30 p.m. until 7:45 p.m. A replay of the presentation will be projected in SoHo, NoHo and Union Square from 8:30 p.m. until 9:45 p.m., to ensure that those interested have an opportunity to view the show ([see story](#)).



250 years of Hennessy

Hennessy's time capsule

LVMH-owned cognac maker Hennessy is taking on a theme of transmission for its 250th anniversary as it looks toward future endeavours.

Founded in 1765 by Richard Hennessy, the cognac brand, now owned by LVMH, is available on five continents and in more than 130 markets. To celebrate its role in "crafting the future since 1765," the spirits maker has developed a Web page to honor its heritage while educating and engaging enthusiasts worldwide.

Beyond the digital aspect of its anniversary celebration, Hennessy has organized a five-country tour to share its emphasis on the "avant-garde vision [the brand has] pursued since its founding, inspired by talent and savoir-faire" ([see story](#)).



Promotional image for Herms' Wanderland

Herms' Wanderland

French leather goods house Herms celebrated the art of exploration and urban meandering with an exhibit at Saatchi Gallery in London.

Opened April 9, Wanderland featured a curation of objects pulled from the Herms archives and positioned to form a "cabinet of curiosities" that referenced Parisian-inspired scenes. This exhibit celebrated Herms' Parisian heritage while also showing the brand's singular point of view and adoration for the unpredictable.

Eleven rooms designed by Hubert le Gall take consumers to a fantastical Paris landscape of a caf, square or covered passage, where they can view installations by various artists using different mediums. These art pieces incorporate items such as a bike or card deck to travel case or watch.

To introduce the exhibit to its consumers via its content site, Herms created a feature which allows consumers to wander digitally through a series of shorts and animations related to the showcase ([see story](#)).



Jaguar at Wimbledon

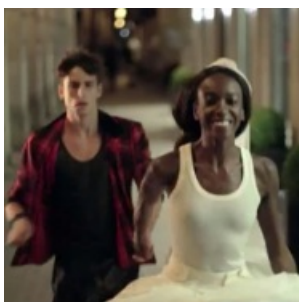
Jaguar Land Rover's Wimbledon readings

Britain's Jaguar Land Rover monitored the emotional fluctuations of tennis fans at Wimbledon June 29 through July 12 to better calibrate its sponsorship efforts.

The brand devised the #FeelWimbledon campaign to put something concrete behind the claim that the tennis tournament generates emotion and to give fans unable to attend the chance to feel connected to those in the stands. Since sports depend on measurements of various kinds, the audience will likely regard the monitoring of emotion as a way to be more involved in the event, and a competitive element could easily surface.

Select fans entering the tournament facility were given biometric wristbands that captured heart rate, movement and location around the grounds. Atmospheric sensors also collected data on crowd movement, audio levels and infrared readings.

Finally, sociometric tracking will observe conversation on Facebook, Twitter and Instagram ([see story](#)).



Jean Paul Gaultier campaign screen shot

Jean Paul Gaultier's scavenger hunt

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

Social media fans are spurred to track down two fleeing models, Bride and Punk, from the Jean Paul Gaultier exhibit at the Grand Palais des Champs-lyses, 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.

Parisian fans were encouraged to go on the look-out for the two escaped models who went to various locations. Five tickets to the exhibition were available each day for those who first discovered the new locations of Bride and Punk and shared them on Periscope ([see story](#)).



#OmegaVivaRio social charity effort

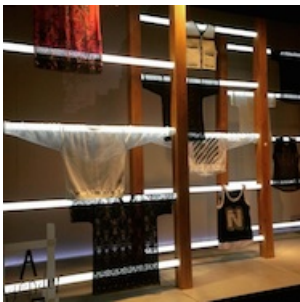
Omega's social support

Switzerland's Omega is gearing up to reprise its role as the official timekeeper of the 2016 Olympic Games in Rio de Janeiro through a social action countdown.

With the summer Olympics about a year away, the watch brand's "Omega Viva Rio" campaign aims to start a conversation surrounding the games early on to keep the its role top of mind, but also highlight Omega's civic duties to city's young. Social responsibility is taken up by many brands, but by presenting its philanthropic efforts on a global scale, to an international audience, Omega's social projects may have more impact.

Omega introduced Omega Viva Rio on social media as a "community countdown" that will include 12 social projects benefiting Rio de Janeiro over the course of 12 months, until the games begin in July 2016.

To include its social network in the charities surrounding Omega Viva Rio, the watchmaker is encouraging its fans to upload an image of their hands making a heart shape with the hashtag #OmegaVivaRio. When uploaded and tagged, Omega will donate 16 cents to Viva Rio, a nonprofit promoting a "culture of peace" and social inclusion, to help Rio's young and their families ([see story](#)).



Window display at Selfridges for Agender

Selfridges' genderless fashion

British department store chain Selfridges broke down the societal and sartorial barriers between the sexes with a multichannel campaign centered on genderless fashion.

For "Agender," three floors of the retailer's Oxford Street flagship were transformed into "gender-neutral" shopping areas, and consumers could also shop the selection online, as well as interact with special digital content. To further communicate the concept and conversation, Selfridges worked with a number of creatives throughout March and April for in-store and online features crossing design, music and film.

Window displays tackle activities typically chosen based on gender, for instance sports played and careers. Others showcase apparel on forms that are ambiguous, such as hangers.

To celebrate the launch of Agender, Selfridges commissioned a song by Devont Hynes and Neneh Cherry. This track, "He, She, Me," was then used as the base for a short film ([see story](#)).



Starwood's Starlab

Starwood's innovation lab

Starwood Hotels & Resorts Worldwide has revealed its New York-based Starlab, an innovation studio that will help funnel the brand's design teams into an omnichannel environment.

The 46,000-square-foot office in the Garment District will bring together the company's design, digital and luxury brand teams into one space. The new initiative will attempt to combine high-touch with high-tech to bring guests an unique and modern experience across all its brands.

The high-touch business will combine with the high-tech thinking of the hotel brand to bring team members together and keep up with the digitally connected consumer.

A digital Starlab is available for guests to stay up-to-date on its own Tumblr [page](#) ([see story](#)).



Yves Delorme Linen Road Airstream

Yves Delorme's road trip

French linen maker Yves Delorme shared its passion for textiles with consumers through a summer-long branded road trip through 24 European cities.

"La Route de Linge," or The Linen Road, commemorated the brand's 170th anniversary, as its decked out Airstream caravan visited the manufacturers, studios, corporate offices and boutiques integral to its brand operations. This road trip celebrated the brand's heritage, while also delving into the textile industry's storied past, traversing the same roads frequented by those with an uncompromising view on quality.

The tour bus installation itself inspired organic social postings, as passersby ogled the van. This has also spurred questions and conversation with staff, giving the brand an opportunity to interact with those outside its typical consumer base and spread awareness.

Consumers can follow the road trip regardless of their location through a microsite. Here, they can view a map of all locations and read about the places the tour has already stopped ([see story](#)).

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York