

INTERNET

Tiffany seeks consumer assistance to define meaning of love

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What is Love?

By JEN KING

U.S. jewelry brand Tiffany & Co. is asking the age-old question, "What is love?" to explore the different definitions and variants of today's romantic relationships.

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The What is Love? effort serves as Tiffany's Valentine's Day campaign, and features testimonials from an assortment of individuals, a gift guide and a love generator that presents consumers with an opportunity to express their personal answer to the frequently pondered question. With so many personal interpretations of what love is and means, featuring a bevy of consumer profiles likely serves as an accurate depiction of the individuals purchasing Tiffany jewelry for loved ones.

"Simply pushing product into consumers' faces is never the way to go," said Jennifer Choi, senior social marketing manager at **Huge**, New York. "Creating a product narrative and story guides the consumer to emotionally connect the product to Valentine's Day.

"However, using generic product imagery feels a bit cold and unattached compared to the rest of their messaging," she said. "Having contextualized product imagery, to see it close-up on a person or a romantic situation, might have been a better tie."

Ms. Choi is not affiliated with Tiffany, but agreed to comment as an industry expert.

Tiffany was unable to comment directly before press deadline.

Love is

To begin its Valentine's Day promotions, Tiffany shared the What is Love? effort on social media, featuring a version of the video interviews.

With a "man of the street" interview style, the individuals are all asked to finish the sentence of "Love is" Many of the participants struggle to give a concise response to the question, while others respond with notions of empathy, magnetism and how love is indescribable, but you know it when you feel it.

Tiffany includes a prompt to explore the campaign using the tagline, "Find love at" with a link to its Web site.

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What is love? In appreciation of its many unique and personal interpretations, Tiffany celebrates love in all its forms. Find love at Tiffany: Tiffany.com/loveis

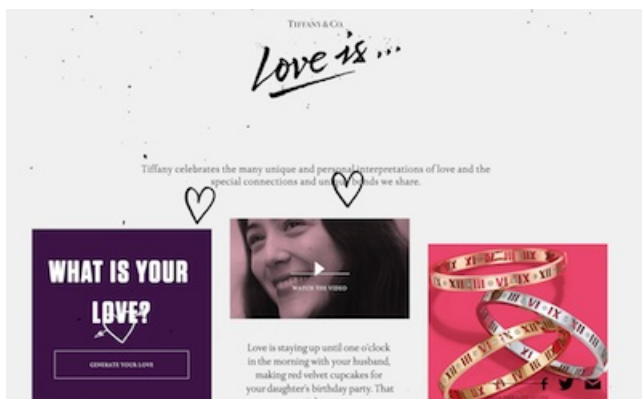
Posted by **Tiffany & Co.** on **Tuesday, January 12, 2016**

On the Web site, Tiffany opens with text reading Love is in a font resembling handwriting using a fountain pen. Below, the campaign is explained as "Tiffany celebrat[ing] the many unique and personal interpretations of love and the special connections and unique bonds we share."

As the consumer scrolls they are presented with a grid of tiles, some of which are videos, as well as the What is love? generator and gift suggestions from Tiffany.

The video content tiles feature personal testimonials from the individuals seen in the social film. Each video discusses a different subject regarding love, including its definition, what it's like to find the person you love and even the love one can have for a particular city.

While there are a sizable amount of videos on the What is Love? page, the number of clips will not bog down consumers and discourage them from exploring the content further because of their brevity.



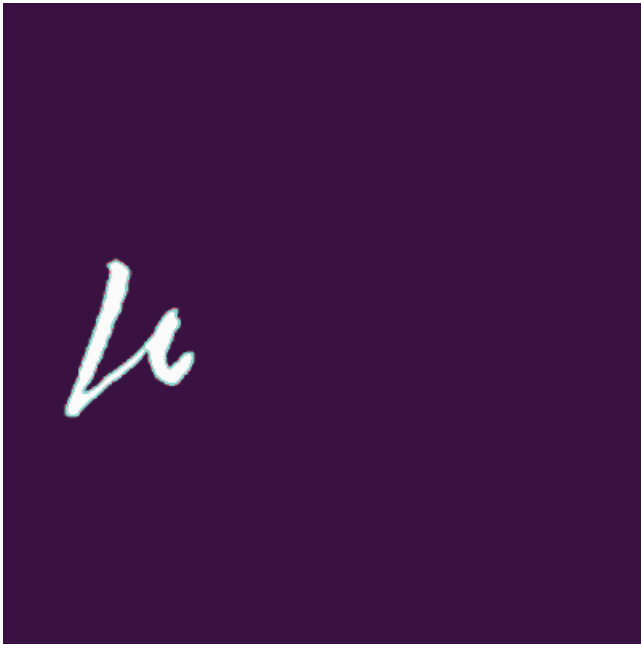
What is Love? Web page

"The brand was smart to keep its video length under a minute longmost are 30-40 secondssince consumer attention often wanes with long-form video content," Ms. Choi said. "The amount of videos feels right since they're shorter pieces of content which serve to keep consumers engaged."

Interspersed between the video clips are GIF tiles that read "Love is" and then shift between the campaign phrase and proposed definitions such as "radiant," "spectacular" and "a gift and others," all presented to consumers in different languages. This underscores Tiffany's Valentine's Day message, that love is a bond shared by all people regardless of where they originate.

Each of the GIFs is interactive, allowing the consumer to generate their own message of what love is to them. On the next page, consumers are encouraged to "tell [Tiffany] what is means to you."

When a word or phrase is added to the empty field, Tiffany generates a GIF with the Love is animations and the consumer's definition of love. The GIF can be shared socially on Facebook and Twitter, sent via email to friends or downloaded as a .GIF or .JPG image file.



Tiffany What is Love? .GIF

Additionally, Tiffany included a gift guide for its Valentine's Day effort. The gifts recommended by the jeweler vary, but include necklaces, rings, bracelets and earrings from different Tiffany collections including Atlas and Tiffany T.

Filters allow consumers to narrow their gift search by joyous, bold, romantic, enchanting, dazzling and fearless.

Digital gifts

Allowing consumers to create a personalized token from a campaign works towards retention.

For example, Givenchy encouraged consumers to "join the irresistible movement" by using the Live Irrsistible photography application.

Housed on Facebook, the Live Irrsistible photo app allows a user to "let [her] happiness shine." First, the user selects an image from her Facebook or Instagram account or uploads a photo from Givenchy's gallery or her device.

Text blocks include playful and inspirational mantra such as "Smile, it's cheaper than a pair of shoes," "Choose happiness" and "At least it's not Monday #Happy," among others. When a motto is selected it appears as an overlay on the image, which can be moved and scaled as the user sees fit ([see story](#)).

Also, French footwear and accessories label Christian Louboutin is letting its consumers further display their affection through photography with a branded filter app for iOS.

Much like a branded version of Instagram, the Louboutinize app enables consumers to add one of a handful of exclusive filters that represents an example of the label's aesthetic to their photos, which can then be shared on social media. Christian Louboutin's fans actively produce user-generated content showing their favorite purchases, so this app launch may provide new inspiration and spur additional photo snapping ([see story](#)).

"While the Generate Your Love GIFs initially grab your attention as bite-sized pieces of content, they get quite repetitive on the page due to the same call-to-action," Ms. Choi said.

"It would've been a more interesting experience to see actual user-generated content seeded throughout the page so that the Generate Your Love GIFs aren't simply a call to action, but rather, new, relatable pieces of content for consumers to view and interact with," she said. "I do, however, think it's great that they created multiple fun, different GIF templates in this touchpoint as an engagement play for social sharing."