

MULTICHANNEL

Print functions as cherry on top of digital content: Facebook panelist

February 18, 2016



Chanel couture spring 2016 runway show

By STAFF REPORTS

NEW YORK Print media still holds a place in the luxury marketing mix, but its role is evolving as content marketing extends across more platforms, according to panelists at a Fordham Graduate Business School event.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 [Save \\$246 ▶](#)

Rather than being the primary place for brands to tell their stories, print serves as a special occasion, while digital content serves the purpose of engaging on a more consistent basis. Brands therefore need to find ways to reach consumers in both short-form and long-form content, making a three-second impression on a phone or telling a more extensive story in editorial.

The "Luxury Brands: Multiplatform Marketing to Affluent Consumers" panel was organized and hosted by Fordham's Luxury and Retail Club and moderated by Greg Licciardi, adjunct professor of multiplatform advertising sales at Fordham Graduate Business School.

Sponsored content

One big topic that marketers are struggling with is the rise in ad blockers.

Google's Jared Craft, who is a brand director within the tech company's brand solutions, talked about influencers, whose overwhelmingly teen and millennial audience is willing to engage with an ad to gain access to free content. These bloggers have developed a personal brand, and there is a level of artistry that goes into making a short video or a blog post.

While these influencers are the most skilled at speaking through this medium, Mr. Craft said that he finds luxury brands reluctant to hand over their voice to an outside party, potentially leading to missed opportunities, particularly on platforms such as YouTube.



Bulgari's holiday campaign brought together influencers

Influencers today yield more power than celebrities to shape consumer opinion and thus present an opportunity for brands to reach their legions of followers through a trusted voice, according to a new report by Fashionbi.

"[Fashion Influencer Marketing: Creating Successful Brand Collaborations with Fashion Bloggers in 2016](#)" says that while traditional fashion imagery may seem unattainable to the average consumer, bloggers and social media stars can make fashion appear more attainable. Influencers can boost the ROI on marketing campaigns with the right strategic approach to a partnership, which requires a mix of control over the project and freedom to let the influencers be creators themselves ([see story](#)).

Meg Orbe, client solutions manager at Facebook, added that she feels like the focus should be on creating ads that are a positive, desired experience. This is especially a challenge on Instagram, where ads have to compete with photographic content, and on Facebook, where they are placed between updates from family and friends.

One aspect of digital media that is on luxury's side is that brands can now target individuals very specifically. Whereas the mass placements were the equivalent of ready-to-wear, today's targeting allows for a more bespoke, couture ad experience catered to the user.

For brands that have a story to tell, native advertising can be a great medium, according to Sherif Shafi, vice president of business development at Sony Music, who works within the company's creative agency. When executed in a genuine way, consumers have a chance to experience and learn about a brand without feeling like they are being marketed to.

As brands put more emphasis on digital marketing, one area that has been a challenge is defining metrics for an online medium. All of the panelists agreed that the benchmarks used will depend on the goal of the campaign, whether the intention is to drive sales, awareness or engagement.

Facebook's Ms. Orbe said that while the conversation used to be about how many fans a brand has, the focus has now shifted to other benchmarks.

Sales may not be the primary focus of a particular campaign, but it is always the final end goal for a brand.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.