

INTERNET

## Top 10 luxury brand digital efforts of Q1

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*Kendall Jenner and Irene Kim for The Este Edit by Este Lauder*

By SARAH JONES

Marketers found ways to share their perspective through service at the beginning of the year with helpful digital platforms that also provided entertainment or subtle promotion.

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From a series of WiFi networks that playfully jab at the competition to a soundtrack for sleep, use value was on brands' minds. Consumer-generated content continued to reign, as brands sought to include additional voices in their efforts.

Here are the top 10 brand digital efforts of the first quarter, in alphabetical order:



*2017 Audi A4*

### Audi's WiFi stunt

German automaker Audi connected consumers to get the word out about its A4 at the New York International Auto Show.

The brand offered free WiFi networks to attendees, the names of which broadcast some of the highlights of the models along with some digs at BMW's 328i and Mercedes' C300. This gives Audi a way to naturally open a conversation with consumers about its vehicle, approaching them with a functional placement rather than an overtly promotional ad.

Names of WiFi networks included "328 reasons to choose A4" and mentions of the A4's greater torque and horsepower than the BMW rival. While the BMW 3 series and the Mercedes C300 are the traditional choices in the category, Audi wanted to get the word out that its A4 has exceeded these models in key aspects, such as technology and acceleration ([see story](#)).



*Whitney Museum of American Art*

### Barneys' insider perspective

Department store chain Barneys New York is celebrating the hidden gems in its hometown with the launch of a curated city guide.

Housed on Barneys' content site The Window, the guide asks influencers such as Givenchy's Riccardo Tisci, jewelry designer Pamela Love and blogger Leandra Medine to weigh in on some of their favorite haunts. As the store prepares for its Chelsea flagship opening on Feb. 15, this city guide will help to showcase its relationship with both uptown and downtown neighborhoods and personalities.

The launch was also timed to coincide with the beginning of New York Fashion Week, enabling the online feature to act as a resource for fashionistas from out-of-town ([see story](#)).



*Burberry menswear show finale*

### Burberry's streaming service

British fashion label Burberry launched an application for the Apple TV platform, the latest in a series of digital partnerships with the tech giant.

To celebrate its Apple TV debut on Jan. 10, Burberry live-streamed its menswear show via its app, becoming the first fashion brand to broadcast its runway show in that manner. Burberry is commonly known in luxury as an early adopter of digital, and the brand continues to lay claim to its tech-savvy positioning with industry-first partnerships.

While the runway show live-stream has become fairly standard in fashion, giving consumers the opportunity to easily view Burberry's event on a television rather than a desktop or mobile device may help to create a more immersive, streamlined watching experience ([see story](#)).



*Image from Estee Edit Instagram*

### Estee's cosmetic conversation starter

Beauty marketer Estee Lauder is appealing to the next generation of consumers with a collection designed specifically for a social media-savvy clientele.

The Estee Edit is retailing exclusively through Sephora in the United States and Canada on March 15, with a coinciding launch campaign featuring influencers and models Kendall Jenner and Irene Kim, who appear in a

series of films. When developing the line, Este Lauder envisioned what its eponymous founder would do to disrupt the beauty market today, keeping heritage at the heart of this new brand extension.

Establishing a social community of "beauty junkies" around the Este Edit, the brand has established a dedicated Instagram account for the collection. Taking inspiration from a famous quote by Ms. Lauder, "Beauty is an attitude," the brand is asking consumers to share their own social content with the hashtag #BeautyAttitudes ([see story](#)).



*Fornasetti's The Atelier*

#### Fornasetti's atelier open house

Italian decorative arts brand Fornasetti is opening the doors of its atelier to consumers, letting them explore the "place where the magic happens."

A newly launched permanent Atelier section of Fornasetti's Web site is designed after house founder Pietro Fornasetti's iconic design, Renaissance Skyscraper, allowing consumers to physically tour 10 "floors" of workshop to see the entire process that goes into each of its pieces. While craftsmanship films transport consumers to a brand's studio, creating a physical depiction of the workshop may help followers feel they are actually there ([see story](#)).



*Hstens bedding*

#### Hstens' mix tape

Swedish bedding manufacturer Hstens is singing consumers to sleep with a curated playlist on music streaming service Spotify.

Intended to help consumers relax and get to sleep, Hstens "Sleep Sound" is part of an ongoing project with Spotify and Soundtrack Your Brand. From retailers and fashion houses to hotels and automakers, a number of luxury brands have shared soundtracks to create a fully immersive experience for consumers to enjoy.

The music featured was selected to assist Hstens' consumers in winding down as they relax from their busy day. Consumers are instructed to listen to one of the three playlists roughly 30-minutes before hitting the hay ([see story](#)).



*Hennessy X.O*

#### Hennessy's odyssey of the senses

LVMH-owned cognac maker Hennessy is illuminating the complexities that exist within its X.O through a multi-

chapter journey.

For "Each Drop of Hennessy X.O is an Odyssey," the spirits brand worked with director Nicholas Winding Refn to craft a cinematic commercial that brings the sensation of a sip to life. Further immersing consumers in the experience, Hennessy has released corresponding 360-degree videos, enabling them to step inside the campaign and the film crew's shoes ([see story](#)).



*Burj Al Arab Jumeirah hotel, Abu Dhabi*

#### Jumeirah's virtual tour

Dubai, United Arab Emirates-based international hotel chain Jumeirah is transporting its guests behind its walls.

"Jumeirah Inside" offers consumers 360 degrees of luxury, allowing for exploration of the brand's Burj Al Arab hotel in Dubai and parts of its other hotels. Consumers are inundated with options when traveling, so giving them a look inside will help Jumeirah stick out in the minds of prospective clients.

The Web site, built in collaboration with Google, begins by showing off the Burj Al Arab hotel, which is equipped with a helipad and rests on its own artificial island. At 1,053 feet, it is the third tallest hotel in the world, comparable in height to the Chrysler Building in New York and taller than the Eiffel Tower.

From a menu, users can move from the lobby to the atrium, suites, restaurants, spa, bar and helipad, each being introduced with a brief video and contains more icons to explore, all of which are helpfully displayed on a map anchored to the bottom-left corner of the screen ([see story](#)).



*Tag Heuer's The Autavia Cup*

#### Tag Heuer's watch madness

LVMH-owned watchmaker Tag Heuer is taking cues from sports tournament brackets to determine which Autavia timepiece model will be reissued for 2017.

The Autavia model was launched in 1933 as an aviation and automotive timepiece, and was then repurposed as a wristwatch in 1962. Followed by 16 models since the 1960s, Tag Heuer is now asking timepiece enthusiasts to share their favorites to help decide which Autavia will be recreated for today's consumer in "The Autavia Cup."

Staged similarly to how the NCAA's March Madness determines its college basketball champion, Tag Heuer is using a bracket system to choose which version of the Autavia will be subject to updates for 2017 ([see story](#)).



*What is Love?*

### Tiffany's defining moment

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

The What is Love? effort served as Tiffany's Valentine's Day campaign, and featured 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 served as an accurate depiction of the individuals purchasing Tiffany jewelry for loved ones ([see story](#)).

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