

INTERNET

## Wedgwood opens door to untapped audience via lifestyle magazine

May 16, 2016



Image courtesy of Wedgwood

By SARAH JONES

British luxury home and lifestyle brand Wedgwood is proving its relevancy after 250 years with a contemporary content strategy aimed at a new generation of affluent consumers.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246** ▶

Wanting to engage a digital audience while not alienating its loyal customers or losing sight of its luxury status, Wedgwood has launched Behind the Blue Door, an online lifestyle magazine that incorporates its teaware and other products into editorials covering everything from food to fashion. Showing the power of content, Wedgwood's magazine has exceeded expectations in engagement and visitors since its launch.

"Working with such a prestigious brand as Wedgwood was, as you can imagine, a very exciting prospect," said Erica Thorpe, managing director at **White Horse**, the content agency that built **Behind the Blue Door**.

"Its heritage, excellence and brand values speak for themselves and we relished the challenge to translate these elements into a dynamic digital space," she said.

Read all about it

Behind the Blue Door is updated daily, ensuring that the food, drink, home, lifestyle and fashion content is not stagnant.



*Behind the Blue Door homepage*

Providing inspiration for a multi-generational audience, the site is split into three sections: Afternoon Tea Reinvented, Weekender's Brunch and Decadent Dinner. Bringing the traditional English afternoon tea into the 21st

century are features tackling topics such as current floral fashions, Instagram-worthy tea hostess tips and bone broth's restorative powers that have the fashionable crowd trading in their green juices.

Wedgwood products are used to illustrate editorials. For instance, in the dinner section, an article on Matthew Bourne's new ballets ends with a call-to-action to "add a touch of drama to your table" with some of Wedgwood's baroque pieces. This links to a separate article spotlighting extravagant tableware, with links to buy pieces from retailers.

When the site was brought in front of a focus group, the generational divide in consuming content was evident. While millennials were happy to just read the stories, Gen-X readers wanted a stronger tie-in to products, putting more brand in branded content.

For Behind the Blue Door, Wedgwood has launched dedicated social accounts on Facebook, Twitter, Instagram and Pinterest. White Horse ran native advertising and paid social media placements to send traffic to the site.



*Wedgwood's @ExploreBlueDoor Instagram account*

Consumers can also join an exclusive membership club on the magazine. A free subscription to a monthly mail list entitles members to perks such as a discount code, automatic entries into a gift box drawing and the opportunity to get a question answered by one of the site's experts.

### Millennial marketing

This editorial projects follows in the footsteps of Wedgwood's efforts to seek a contemporary audience through product selection. This has included a slightly more informal approach, a stronger focus on teaware and new gifting and interior products.

Recently, the brand collaborated with Topshop on a teacup and saucer sporting a print from the fast fashion retailer's spring collection.

Behind the Blue Door gives these new products a place to shine.

In recent years, Wedgwood has aligned itself with luxury services to allow consumers to experience its wares firsthand.

Recently, Wedgwood began a worldwide tradition at Langham Hotels.

"The Langham Afternoon Tea by Wedgwood" first launched in Hong Kong, and remaining locations soon followed. With Wedgwood as the regular place setting for menu items, Langham has created a centralized location for consumers to access Wedgwood products ([see story](#)).

For luxury brands, content platforms often extend beyond product-focused features into lifestyle topics.

Italian automaker Ferrari is finding a new way to stay in consumers' lives with the launch of the Ferrari Magazine mobile application.

TOFM, The Official Ferrari Magazine, launched in the app store on May 1 and largely comprises articles exploring the relationship that various artists have with their Ferrari vehicles. A mobile application will help enthusiasts and prospects to interact with the brand more thoroughly in their leisure time ([see story](#)).

For Wedgwood, its content approach has been successful, boosting engagement and allowing the brand to build a relationship with consumers.

---

© 2020 Napean LLC. All rights reserved.

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