

MARKETING

Top 10 social media marketers of Q2

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Photo courtesy of Michael Kors

By SARAH JONES

Luxury brands have moved beyond building followers, with social efforts today focused on engaging the communities they have already established.

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From playfully educating on brand name pronunciation to connecting fans over their shared passions, marketers worked to engage and inspire those who have proven loyal and interested. Social media has become increasingly fragmented, as new platforms emerge and audiences move from one network to the next, forcing brands to adapt and cater campaigns with a specific platform's audience in mind.

Here are the top 10 social efforts of the second quarter, in alphabetical order:



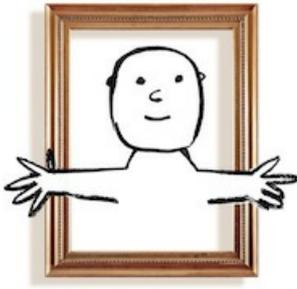
Audi Forza Motorsport promotional image

Audi's endurance test

German automaker Audi embraced its race car affiliations in an unexpected and virtual way.

The German automaker hosted a live-streamed broadcast of a Forza Motorsport video game tournament. Developed by Turn 10 Studios, the Forza Motorsport racing game is available on Microsoft's Xbox gaming system, and is popular among automotive enthusiasts.

During the tournament, gamers had the chance to watch the live-stream on Twitch.tv, a broadcast platform that connects live gaming channels to players. Through Twitch, fellow gamers could root for the drivers, as they endured real-life racing conditions such as weighted arms that replicate g-force ([see story](#)).



Serge Bolch's illustration for #HeritageAndCreativity

Comite Colbert's widespread message

Members of France's Comit Colbert are encouraging more than 200 million social media users to support heritage and creativity.

The Comit Colbert was established in 1954 by Jean-Jacques Guerlain, founder of the perfume house of the same name, "to promote the concept of luxury," and today it counts 78 maisons and 14 cultural institutions as members. Launched on March 31, Comit Colbert's #HeritageAndCreativity hashtag has been making the rounds on social media to tout its members' commitment to fighting the pillage of cultural objects, including intellectual property ([see story](#)).



Elie Saab What Happens in Cannes campaign image

Elie Saab's comic Cannes

Couture label Elie Saab brought consumers along for the ride at the 69th Cannes Film Festival through a series of playful content.

The brand's #WhatHappensInCannes (StaysInCannes) campaign took a humorous look at the starlet experience at the festival, covering everything from the grueling styling process to the French Riviera lifestyle. While other brands may be highlighting their own red carpet dressing throughout the star-studded affair, Elie Saab's quirky take may have helped it cut through the noise ([see story](#)).



Ferrari GTC4Lusso

Ferrari's social content hub

Italian automaker Ferrari is tapping into its fanbase's passion with the launch of an interactive content platform.

SocialSF All Access, created by the racing team in a partnership with Santa Monica's RED Interactive Agency, provides racing enthusiast with a gamified platform to access and share exclusive content. The loyalty of Ferrari racing fans and gamification elements will ensure that the brand's message extends into wider circles on social media ([see story](#)).



Glenfiddich Bourbon Barrel Reserve 14 Year Old

Glenfiddich busts stereotypes

Scotch whisky maker Glenfiddich is looking to clear up some of the misunderstandings around bourbon through a digital campaign.

"Rethink Whisky," the first campaign created by the brand's digital agency of record Rokkan, challenges preconceived notions of the spirit by placing it in scenes that may be unexpected, such as an aunt's living room or a barbecue. Reaching out to the next generation, the campaign uses humor and emotion to entice a new audience for its spirits.

Glenfiddich's films are live on the brand's Web site and social media channels. The campaign, which runs through July, also features display advertising and a social media conversation driven by the hashtag #RethinkWhisky ([see story](#)).



Goyard Instagram image

Goyard's intimate Instagram launch

Leather goods maker Goyard joined Instagram in an exclusive fashion, hosting a private 10-day preview of its account.

Starting May 11, consumers could request access to the private account by sending a follow request, with those who did treated to a curated collection of imagery. Social media is often credited with tearing down the velvet rope separating luxury brands and consumers, but this private account brings back a layer of exclusivity to the digital arena ([sees story](#)).



Lancme's Juicy Shaker lipstick

Lancome shakes up UGC

Beauty marketer Lancme is banning the boring with a digital campaign meant to shake-up its cosmetic offerings.

Lancme's latest lip product to debut is called the Juicy Shaker, a pigmented oil-based lip stain that does not leave lips feeling sticky as with other lipsticks and glosses. Given that the formula separates due to the mixture of pigment and nourishing essential oil within, Lancme designed the vessel to mimic a mini cocktail shaker, which served as inspiration for its digital promotions.

Lancme included a user-generated content aspect for its Juicy Shaker campaign. For "Shake Tape," Lancme first asks consumers to select an attitude from daring to sweet. Depending on the attitude choice, Lancme asks the consumer to take four selfies using different prompts to dictate the look in the image taken.

After the four images have been taken, the consumer is asked to shake her mouse to blend the "ingredients" together. A GIF image is generated using the photos and clipart that corresponds with the select attitude's Web series video ([see story](#)).



Michael Kors' Kendall II sunglasses

Michael Kors' Snapchat try-on

U.S. fashion label Michael Kors allowed consumers to try on its Kendall II sunglasses via a one-day-only Snapchat filter lens.

Using Snapchat as a virtual mirror, consumers were able to try on three colors of the Kendall II style. Luxury has incorporated Snapchat into its marketing efforts to show candid behind-the-scenes footage of brand happenings, but promoted interactions on the social channel may resonate better with its millennial and Generation Z user base.

With the Michael Kors sponsored lens on Snapchat, consumers are able to take a selfie of themselves wearing all three colors of the Kendall II, a circular-shaped, mirrored sunglasses style. Each color brings a different experience, allowing the user to capture the look that best suits her personality and style ([see story](#)).



Ritz-Carlton Flipboard

Ritz-Carlton's compiled content

The Ritz-Carlton Hotel Company is providing its enthusiasts with a one-stop shop online by establishing itself on Flipboard.

The social magazine site is Ritz-Carlton's latest addition to its social media portfolio and features 12 different branded magazines covering a range of topics. Social media serves as the primary liaison between consumers and online content, so venturing to new platforms and finding new ways to package material will grant a brand more visibility ([see story](#)).



Swarovski has signed Karlie Kloss as brand ambassador

Swarovski eliminates pronunciation doubt

Precision-cut crystal maker Swarovski has signed digital-savvy model Karlie Kloss as its latest brand ambassador.

Keeping Ms. Kloss' digital prowess in mind, Swarovski drew inspiration from Google search insights for her first effort as ambassador. Through Google search insights, Swarovski found that its pronunciation is the top three global search topics for its brand.

With Ms. Kloss' help Swarovski then developed dedicated content for YouTube and the brand's social channels.

Now that Ms. Kloss is a professional at correctly pronouncing Swarovski, shown through comical video vignettes as she learns, the model will teach others #HowYouSayIt. The social campaign encourages consumers to share videos of their pronunciation attempts to Instagram ([see story](#)).

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