

MARKETING

## Top 10 luxury brand social marketers of Q3

October 14, 2016



*Fernanda Ly for Tiffany's #LoveNotLike*

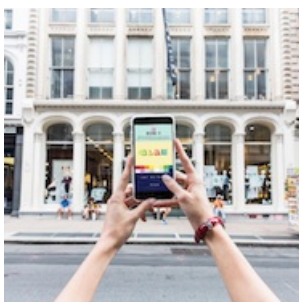
By SARAH JONES

Luxury marketers used social media to break down the barrier between consumer and brand, forging deeper connections with fans in the process.

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

Whether engaging an audience in a live Facebook chat or inviting followers to co-create branded content with a Snapchat filter, brands are finding ways to spur interaction on an array of platforms. Taking this content beyond a digital-only experience, many brands leveraged site-specific experiences or calls to action to drive in-person participation.

Here are the top 10 luxury social media marketers, in alphabetical order:



*Promotional image for Bloomingdale's sweepstakes*

**Bloomingdale's Snapchat scavenger hunt**

Bloomingdale's bridged the gap between digital and bricks-and-mortar with an in-store scavenger hunt that leaned on Snapchat and geofilters.

The department store chain implemented a fun call-to-action sweepstakes campaign with Snapchat users to celebrate the fall launch of its 100 percent campaign. Through a partnership with artist Greg Lamarche, Bloomingdale's brought graffiti-style flair to its window displays while also inviting users to explore its stores to find hidden filters.

Snapchat users were invited to their local Bloomingdale's to explore the department store to uncover hidden

geofilters over the Labor Day weekend ([see story](#)).

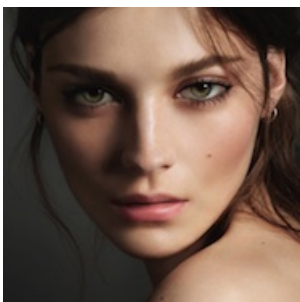


*BMW M4*

#### BMW's family reunion

German automaker BMW brought families together as it showcases its vehicles' full potential.

The brand launched a new Instagram account to tell the story of two brothers, Sam and Emile Hurly, who reunited after three years for a drive down the California coastline. Finding a new way to tell humanistic stories will likely resonate with consumers, making BMW a more likely choice as they shop for a car down the road ([see story](#)).



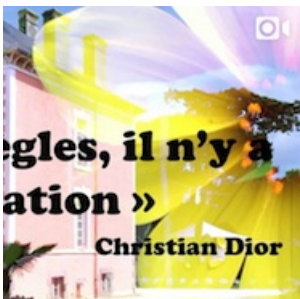
*Burberry Cat Lashes mascara*

#### Burberry's digital beauty counter

British heritage brand Burberry demonstrated the importance of beauty personalization as it introduced its latest mascara.

For the launch of Cat Lashes mascara, Burberry partnered with social platform Pinterest to create individualized inspiration boards based on consumers' beauty preferences. Recently outfitted with ecommerce capabilities, Pinterest has emerged as the go-to platform for sharing favorite products, discovering new must-haves and exploring how-to tutorials, making it ideal for beauty promotions.

Burberry's partnership with Pinterest serves as the discovery point for the brand's latest product. Accessed through social media posts from Burberry, LVMH-owned beauty retailer Sephora and Pinterest pins, consumers digitally recreated the in-store counter experience ([see story](#)).



*Still from Dior's Insta-documentary with Marion Cotillard*

#### Dior's day in the life

French couture house Christian Dior took followers on a weeks-long Insta-documentary starring brand ambassador Marion Cotillard.

The effort, housed exclusively on Dior's primary Instagram account, followed Ms. Cotillard as she experienced different facets of the brand. The documentary begins at the Cannes Film Festival and ended at Mr. Dior's Granville estate, showing viewers various aspects of the brand through Ms. Cotillard's interactions with Dior during her journey ([see story](#)).



*Four Seasons' private jet*

#### Four Seasons' personal tour

Four Seasons Hotels & Resorts is employing Facebook Live's streaming capabilities to enable consumers to virtually board its private jet.

The 35-minute Facebook Live broadcast on Sept. 18 invited consumers to meet crew members and see features of the aircraft's hospitality through the eyes of one of its social media team members. Much like other streaming platforms, Facebook Live enables brands to show an unfiltered perspective, taking brand film beyond carefully produced montages ([see story](#)).



*Mot & Chandon's City Bottle UGC site*

#### Mot & Chandon's hometown pride

LVMH-owned Champagne house Mot & Chandon is encouraging hometown pride with the release of limited-edition bottles celebrating cities in the United States.

Bottle labels for Mot & Chandon's Nectar Imprial Ros Champagne have been created to honor destination cities such as New York and Los Angeles, as a response to consumers' deep felt connection to their homes. The hashtag #Salut, which translates to cheers in French, combined with the city abbreviation promotes the City Bottle campaign. For example, #SalutMIA was created for Miami.

On a microsite, Mot & Chandon enthusiasts can "raise a glass to the city that raised [them]" through a user-generated content effort.

The consumer is encouraged to show Mot & Chandon "your city, on your terms" by taking or uploading an image of her hometown and using one of the featured city filters. Mot & Chandon will be giving away an exclusive trip to its hometown in pernay, France, to share its own hometown pride ([see story](#)).



*Nordstrom Anniversary Sale campaign*

#### Nordstrom's social sale

Department store chain Nordstrom is drawing attention to its Anniversary Sale with help from some in-the-know ambassadors.

The retailer has gathered influencers and creatives including actress Melissa McCarthy, model Fernanda Ly and

musician Jon Batiste for its sale campaign, allowing their individual personalities to shine through.

Like it has done during other Anniversary Sales, Nordstrom drove a conversation on social media using the hashtag #NSale. This time around, there was an additional #OOTD tag, which the store used to share an outfit of the day.

The images used in the daily #OOTD posts were also featured in emails, on Nordstrom's Web site and in-stores, with special hang tags enabling consumers to easily find pictured products at point of sale. Nordstrom's flagship in Seattle also housed LED screens, which broadcast #OOTD content.

Further leveraging social media, the retailer used Snapchat geofilters at certain malls, Snapads and influencer takeovers to engage a younger audience ([see story](#)).



*Roger Dubuis Excalibur Skeleton Automatic*

#### Roger Dubuis taps into WeChat

Richemont-owned watchmaker Roger Dubuis is guiding Chinese consumers to their ideal timepiece through an interactive WeChat campaign.

"Daring Partner" invites users to tap, swipe and shake their way to the Excalibur timepiece that is right for them. With more than 768 million users, WeChat offers luxury brands the opportunity to reach the digitally connected generation of Chinese consumers in an engaging way ([see story](#)).



*Fernanda Ly for Tiffany's #LoveNotLike*

#### Tiffany's show of affection

U.S. jeweler Tiffany & Co. appealed to a younger consumer generation through a social media push for its Return to Tiffany Love collection.

With accessible price points and millennial-aged models sporting the collection on the brand's posts, Tiffany is working to show younger consumers that it offers more than just high-jewelry. A series of posts using the hashtag #LoveNotLike introduce the international millennial models including Fernanda Ly, Imaan Hammam and Pyper America Smith ([see story](#)).

The jeweler announced a #LoveNotLike Snapchat lens would be available for only 24 hours in the United States, Italian and Australian markets.

The Snapchat lens overlays a Tiffany blue banner at the top of the user's screen along with jeweler's logo and "Return to Tiffany Love" written within a heart that appears automatically. The interactive lens overlays blue hearts on users' pupils and also responds when the user opens her mouth, allowing small blue and white hearts to appear ([see story](#)).



*Vogue accessories director Selby Drummond*

## Vogue's VIP club

Cond Nast's Vogue magazine is responding to readers' burning questions in its first-ever Facebook chat July 14.

For generations, Vogue has been the go-to for fashion enthusiasts looking for insights on the latest style trends, but the reader/editor relationship was mostly two dimensional. Bringing the knowledge of its editors to the digital space, Vogue VIP is a members-only experience that will offer the title's readers unprecedented access to the fashion world ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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