

MARKETING

## Top 10 multichannel efforts of Q3

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*Lyst's Seek campaign*

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Consumers are increasingly expecting a seamless experience across channels, and marketers are taking note, incorporating digital touchpoints into their physical retail channels.

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Social media has become second nature for brands and consumers, and marketers are reacting by integrating Snapchat filters or Instagram posts into physical shopping events. Digital content also opened up exclusive one-of-a-kind experiences to a broader audience, allowing both a chosen few and the aspirational crowd to participate.

Here are the top 10 multichannel efforts of the third quarter, in alphabetical order:

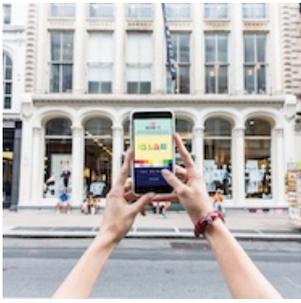


*Audi partners with Airbnb for desert adventure experience*

### **Audi's desert driving**

German automaker Audi took Emmy viewers on an adventure with an enticing trip to the desert as part of its sponsorship for the awards ceremony.

During its sixth consecutive sponsorship of the Emmy Awards, Audi teamed up with home-sharing site Airbnb for an advertisement it hopes will attract thrill seekers to want to drive its R8 Coupe vehicle through the desert. The television spot details Audi and Airbnb's partnership that allows adventurers to book an exclusive and coveted rental in the middle of Death Valley, CA, while also getting to drive the R8 Coupe on desert terrain (see story).



*Promotional image for Bloomingdale's sweepstakes*

### Bloomingdale's snapping 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 Labor Day weekend. Each filter adopts Mr. Lamarche's iconic font style to weave a consistent campaign theme (see story).



*Gaggenau Restaurant 1683 takes inspiration from the Black Forest*

### Gaggenau's pop-up restaurant

German appliance maker Gaggenau is inviting consumers to explore its 333-year heritage through a multi-sensory experience.

Gaggenau Restaurant 1683, named to reference its founding year, will open with a pop-up eatery in New York this September, with follow-up events and digital components stretching over the next three years. While marketers traditionally use sight and sound to communicate a message, involving more senses opens up additional storytelling capabilities.

Gaggenau Restaurant 1683 kicked off with a four-night invite-only event in New York's Chelsea neighborhood on Sept. 26.

Extending the experience beyond the few who get an invite, the brand established a dedicated microsite for Gaggenau Restaurant 1683. Here, consumers can explore the project through each of the five senses ([see story](#)).



*Hearst's We Are Fashion, seen on a newsstand in Columbus Circle, New York*

### Hearst's September push

Magazine publisher Hearst exclaimed, "We are fashion," in a bid to drive readership to its core publications'

September issues.

There is no denying that advertising stats have declined, and publishers have set out to explore alternative methods meant to maintain ad sales and support continued print readership in an environment where digital is most preferred. Hearst's campaign, "We Are Fashion," looked to spur interest in its print titles and celebrates the large amount of fashion coverage its core publications generate.

The campaign debuted on Aug. 8 and ran for six weeks. Hearst's expansive effort included the placement of billboards, airport signs, taxi toppers, retail displays, video and banners at Hudson News locations in the United States, as well as ads within its own titles ([see story](#)).



*Rendering of Rockar.Jaguar Land Rover Stratford London*

### Jaguar takes car buying online

British automaker Jaguar Land Rover brought vehicle buying into the digital space through a partnership with Rockar.

The brand established an online retail Web site and corresponding showroom in the Westfield Stratford mall this fall, becoming the first premium automaker to allow individuals to purchase a car entirely online. A reflection of changing consumer needs, this move enables potential owners to explore in-person and then complete the purchase transaction at a time and place convenient for them.

Jaguar Land Rover's storefront will be staffed by non-selling experts, which the brand has dubbed "Angels." Without the pressure of a commission, these consumer-facing employees will help guide them through different color and interior options for the six models displayed ([see story](#)).



*Lyst's "Seek" campaign*

### Lyst's unbranded billboards

Ecommerce platform Lyst is positioning itself as the place for fashion finds with an unbranded multichannel effort.

For its "Seek" effort, Lyst partnered with a handful of artists to visually interpret the campaign concept in works of art that are now on display in New York's SoHo neighborhood. Without including the Lyst name, the campaign forces consumers to actively seek out the meaning behind the ads, creating an interactive extension of its message.

Lyst's campaign spanned billboards, wild postings, sidewalk paintings and specially outfitted trucks. The brand continued the effort online with profiles of seekers and social content.

On Sunday, July 31, the Seek campaign concluded with a Seeker's Trail event. Consumers were led on a tour of SoHo's best coffee shops, brunch eateries and art venues ([see story](#)).



*Neiman Marcus' Sunglass Memory Mirror*

### Neiman Marcus' smart eyewear trials

Department store chain Neiman Marcus is easing eyewear purchases by enhancing its digital touchpoints through the placement of at-counter Memory Mirrors.

To implement its latest in-store technology, Neiman Marcus has partnered with MemoMi, the developer of Memory Mirror, a digital solution that has strengthened in-store trials. As consumer demand for omnichannel experiences has grown, retailers have been adapting the in-store model to tie together physical retail with digital touchpoints that bolster quality and service.

When in use, the Sunglass Memory Mirror will show the consumer her picks in "perfect clarity and color," allowing for informed and trusted purchases. The technology also shows selected sunglasses in a side-by-side view using ultra-high definition video.

The TryOn video lets the consumer compare different eyewear options and can be shared via email or social media. Also, the consumer can share with sales associates to spur future recommendations ([see story](#)).



*Nordstrom Anniversary Sale campaign*

### Nordstrom's social sale

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

The retailer 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 will be driving a conversation on social media using the hashtag #NSale. This time around, there will be an additional #OOTD tag, which the store will use to share an outfit of the day.

The images used in the daily #OOTD posts will also be 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 will also house LED screens, which will 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](#)).



*The Ritz-Carlton's Room No.8 in partnership with British Vogue and British GQ*

### Ritz-Carlton's sensory escape

The Ritz-Carlton is painting a sensory picture of the boundless possibilities accessible at its properties with help from two Cond Nast publications.

Titled Room No.8, a sensory experience was held in London in partnership with British Vogue and British GQ, during which guests were immersed in a series of audiovisual displays, performance art and theater. Taking the experience beyond the singular event, Ritz-Carlton is using footage from Room No. 8 in a creative campaign running on both of the titles ([see story](#)).



*Shangri-La's The Table*

### Shangri-La's dining rewards

Shangri-La Hotels and Resorts is modernizing its dining experience with the introduction of a dining-focused subset of its loyalty program that leans on a full-bodied digital platform.

The Table by Golden Circle is Shangri-La's new program to expand reward capabilities to its most loyal customers while also ushering in new members, specifically for dining and beverage. A digital platform provides diners with recommendations based on their mood while providing users with a method to keep track of rewards and special offers.

Shangri-La is taking a multichannel digital approach to spark an innovative dining experience for its most valued customers. The Table's online portal is mobile-optimized for users to manage rewards, view special offers or see location options while on-the-go ([see story](#)).