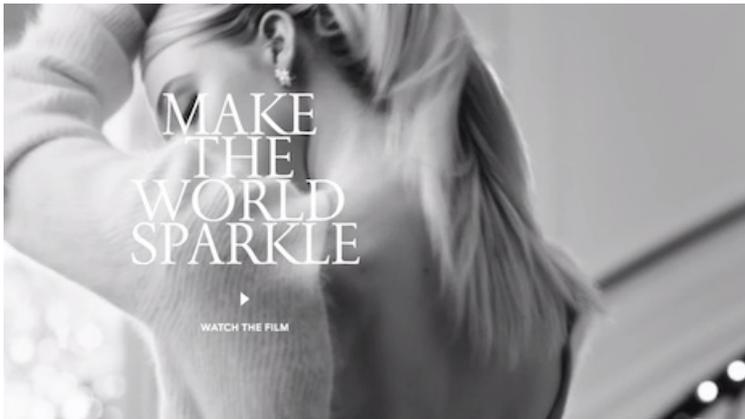


JEWELRY

Tiffany holiday campaign sparkles with upbeat footage, music

November 9, 2016



Tiffany's Make the World Sparkle campaign

By BRIELLE JAEKEL

U.S. jeweler Tiffany & Co. is bringing energy back into holiday campaigns with an upbeat advertising spot that aims to make the world sparkle.

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

The Make the World Sparkle campaign is bringing life back into holiday campaigns with a cheerful beat and images of individuals dancing and smiling. Tiffany's video is a visual representation of the concept of bringing a sparkle into the world, tying its own brand, which is known for its sparkle, into the holiday spirit.

"On the surface, Tiffany's latest holiday campaign does not come across as unique or extraordinary, and it does not need to be," said Michael Becker, managing partner at [mCordis](#). "What it is doing, that works, is tapping into our aspirational selves and the desire to be happy, light and free.

"It is expressing this visually," he said. "The audio track is enhancing this by sharing the fact that we all want to be known, recognized and treated as individuals.

"My take away is that Tiffany's is helping you express your unique, free-spirited, individuality."

Mr. Becker is not affiliated with [Tiffany](#), but agreed to comment as an industry expert. [Tiffany](#) was reached for comment.

Make the world sparkle

Tiffany's video opens with landscape shots of New York, where the brand was first established, and a score that distinctly resembles a holiday tune. Footage of a couple embracing appears before a woman blowing snow-like confetti next to a Christmas tree as the music slowly picks up.

The couple is then shown spinning around outside in the snow, and a child holds his hand while it appears to be snowing inside. Tiffany's iconic gift boxes are shown throughout each setting, first appearing in a glass ball that resembles a bubble.



Tiffany box as an ornament in its holiday video

While a woman is shown twirling around a Christmas tree, with close up images of Tiffany products intercut, lyrics of the song begin. "She was a daffodil peddler," can be heard as similar images appear, but gradually everyone begins to dance faster and smile more.

The words "make the world sparkle" appear as edited cuts within the video become more frantic, in a happy manner, and footage of Tiffany boxes falling from the ceiling begin to appear.



Tiffany boxes fall from the ceiling in its new holiday campaign

Viewers on YouTube and online are able to view a gift guide to make their holiday shopping easier, and for Tiffany to hopefully entice holiday shoppers. A link featured with the video brings users to a gift guide, where they can shop for either him or her.

Users that click the link are brought to a Web page, where they can decide to browse gifts for her or gifts for him. Each gift guide is categorized with varying types of gifts.

For instance, within the gift guide for her the categories are listed as Celebrate in Style, Singular Surprises, Holiday Shine and Rock Her World. Each category is a play on words regarding the gift type, with Rock Her World being items with diamonds or jewels and Holiday Shine being products made with shining sterling silver.

The holiday gift guide for him follows a similar pattern but with the labels Shining Moments and Make Spirits Bright in replace of Rock Her World and Holiday Shine.

Tiffany & Co. Holiday 2016: Make The World Sparkle

Tiffany campaigns

Tiffany & Co. hopes to remain a staple in consumers minds, and is leveraging social media to do so on top of its holiday campaign. The jeweler recently continued to strengthen its recent social campaign as it bids for awareness among today's youth.

Tiffany's #LoveNotLike hashtag was part of its ongoing social campaign for its Return to Tiffany Love collection, an add-on to its popular Return to Tiffany line. Recently, the jeweler has worked to show younger consumers what it stands for through social pushes and its first celebrity-fronted advertisements ([see more](#)).

The jeweler also recently gathered famous faces to portray the style and substance of the brand's collections.

Tiffany's first celebrity-fronted campaign was directed by Grace Coddington, the former creative director and now creative director-at-large of Vogue magazine. Centered on the tagline "Some style is legendary," the fashion industry veteran was a fitting choice to bring the concept to life ([see more](#)).

"One piece of content does not make up a holiday campaign, however, this video, when wrapped with a relevant call-to-action, most certainly will be a good driver influencing people to see Tiffany's as a good gift," Mr. Becker said. "I mean, who would not way to give their significant other, or themselves, the gift of happiness, recognition and self-actualization?"

"Tiffany's is like IBM, very little, if anything, go wrong with buying Tiffany's," he said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.