

BLOG

Top 5 brand moments from last week

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Image courtesy of Nordstrom

By STAFF REPORTS

The future of customer service is bright thanks to digital advancements that have brought forth technology-driven solutions.

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Marketers are using today's technologies to their advantage by incorporating digital touch points into the store setting and, increasingly, for when consumers are unable to be at a physical point of sale. But, good intentions aside, luxury brand marketers still present oddities for steep prices resulting in consumer push back and looming virality.

Here are the top five brand moments from last week, in alphabetical order:



Louis Vuitton's store windows on Google's Window Wonderland

Louis Vuitton and Cartier are among the 18 New York storefronts getting a digital audience this holiday season with help from Google.

Google's "Window Wonderland" recreates the feeling of strolling outside iconic retailers on a consumers' desktop computer, mobile phone or tablet. While about 5 million tourists descend on New York this time of year, many located in other cities, states or countries will not be able to get to see these in person, making this Google experience the next best thing.

For Window Wonderland, Google combined hundreds of high-resolution images to create an interactive panoramic display for each store. This allows the user to pan as if they are walking ([see story](#)).



Jaeger-LeCoultre Master Memovow timepiece

Swiss watchmaker Jaeger-LeCoultre is stepping away from typical luxury watch manufacturer strategy with an innovative experience that introduces a chatbot to Facebook followers as an out-of-store associate.

Interested customers on Facebook can now interact with Jaeger-LeCoultre to find the perfect watch for them. The chatbot recommends suitable watches based on users' responses to questions, a strategy that greatly differs from traditional watch brands that usually rely on their name to carry them.

Inviting consumers to join through a post on Instagram, Jaeger-LeCoultre is hoping loyal followers will interact with its chatbot to find the perfect watch. Users can access the watchmaker's official Facebook page and select message to talk to the chatbot ([see story](#)).



Lancme's new mobile site takes ideas from apps

Beauty marketer Lancme is retooling its mobile Web site experience to more closely resemble a native application in a move to better engage its clientele.

The features, speed and easy interfaces of mobile apps have conditioned consumers to expect the same from Web sites they visit on

their smartphones. Keeping these expectations in mind, Lancme is using features of Google's Progressive Web App technology along with other app-like features to further consumers' user experience on mobile.

Lancme's site leverages Mobify's Progressive Mobile technology, which builds upon Google's app-like capabilities. The new mobile site resembles a native app, with a clean layout featuring large buttons and image-heavy tiles ([see story](#)).



The Memory Makeover at Le Mtier de Beaut counters at Neiman Marcus

Department store chain Neiman Marcus is enhancing the customer experience at its beauty counters through Memory Mirror placements in 20 locations.

Neiman Marcus and in-store technology solutions partner MemoMi have selected beauty brand Le Mtier de Beaut to debut the digitally enhanced counter experience. Neiman Marcus has worked to integrate digital technologies into its in-store offerings to meet consumer expectations and further its omnichannel retail goals.

Similar to its use for other categories, The Memory Makeover provides consumers with a video of the counter experience and make-up application session. The video created then serves as a tutorialized resource for recreating the beauty look at home ([see story](#)).

Department store chain Nordstrom is showing it is in on the joke as one of its gift ideas went viral thanks to a social media frenzy.

The retailer's leather-covered rock, part of its holiday-themed Love, Pop-In concept shop, was selling for \$85, a price tag that was ridiculed on publications such as BuzzFeed and the Huffington Post and led to a bevy of consumer posts. Rather than shy away from the conversation, Nordstrom joined in, posting to social media about its controversial product.

In the product description, Nordstrom leaves the rock up to interpretation, referring to it as a paperweight or a "conversation starter."

Start a conversation is just what the rock did. It spawned its own mock Twitter account and had reviewers on the product page making fun of its impracticality and seemingly unremarkable nature ([see story](#)).

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