MARKETING

Top 10 social media marketing campaigns of 2016

December 30, 2016

Dolce & Gabbana's contemporary princess in #DGFabulousFantasy

By BRIELLE JAEKEL

Social media has become extremely pervasive in consumer behavior and the marketing industry.

Luxury brands that have best leveraged social media are those that have designed truly native and unique experiences that work best, but differently, on each respective platform. Interactive campaigns, account takeovers, shoppable capabilities and storytelling have dominated social media campaigns this year.

Here are the top 10 social media marketing campaigns of 2016 in alphabetical order.

Opening frame to Chanel's graphic novel, Stealing Time

French atelier Chanel promoted its J12 timepiece offerings in a new graphic novel housed on Vogue's homepage.

The first episode of "Stealing Time" appeared as a banner across the top of the Cond Nast-owned publication's Web site and shows the female protagonist and a Chanel timepiece. The sponsored graphic novel's episode, launched Nov. 23 for readers in the United Kingdom before global distribution, was written by Elizabeth Wood and illustrated by Rafael Grampa.

When the banner advertisement was explored further, readers were redirected to hub created for Stealing Time (see story).

Dior Makeup look from autumn/winter 2016

French atelier Christian Dior gave its beauty division a platform on Instagram to boost the visibility of its personal care products.

Dior announced through its already established social channels that Dior Makeup had been given its own account on Instagram to segue an already active community to the new content page specific to cosmetics. Beauty products often fare the best on Instagram due to the visual nature of the platform, resulting in stronger interaction with the brand and items.

Dior positioned the debut of its Dior Makeup Instagram account around its latest beauty collection, used during the autumn/winter 2016-17 ready-to-wear runway show during Paris Fashion Week (see story).

Italian fashion house Dolce & Gabbana scripted a social media fairy tale told through looks from its latest women's wear collection.

Dolce & Gabbana's #DGFabulousFantasy told the story of a contemporary princess, who goes about her day in head-to-toe looks from the atelier. A linear storyline told on social media engaged consumers who follow along, and may return to see if the next chapter has been posted.

The #DGFabulousFantasy began "Once upon a time" as its opening slide, followed by the contemporary princess waking on Thursday morning, eager to start a new day (see story).

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

Starting May 11, consumers were able to 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.

Goyard counted down to its Instagram launch on its other social media accounts. In its post, the brand showed an image of a white-gloved hand clutching a film camera, which brings up notions of history and heritage for the label founded in 1853 (see story).

Image from Harry Winston's Like2Buy feed

U.S. jeweler Harry Winston made a connection between its Instagram content and its physical points of sale through a shoppable feed.

The brand, which does not offer ecommerce, leveraged Curalate's Like2Buy platform to drive in-store appointments and product exploration instead of online purchases. Brands' Instagram audiences tend to be the most engaged, making this initiative a means to connect the brand's digital followers with its frontline staff.

Like2Buy originated as a means of turning inspirational content into sales for brands. Since Instagram posts do not allow for hyperlinks within the captions, marketers have had to invent ways to take consumers from post to purchase (see story).

Promotional image for La Mer's Made for Pinterest effort

Este Lauder Cos.' Crme de la Mer digitally recreated the word-of-mouth phenomenon that made its products cult favorites through a co-branded campaign.

La Mer's success has been built on verbal recommendations since its start, and social media has assisted in continuing the tradition, with consumers often turning to digital platforms to peer review products. The social inspiration board application Pinterest emerged as the ideal platform for sharing favorite products and discovering new ones and has been recently outfitted with ecommerce capabilities.

Building off its word-of-mouth similarities, La Mer launched its first co-branded campaign with Pinterest. La Mer has been active on Pinterest, where it shared its skincare knowledge and curated content specific to its brand and product lines, since 2015 (see story).

Mercedes-Benz fashion editorial image

German automaker Mercedes-Benz gave its fashion interests a home with the launch of dedicated social media accounts.

Newly created Instagram, Twitter, Periscope and Snapchat accounts under the name Mercedes-Benz Fashion provided an inside perspective to the world of designers and runway shows through the lens of the car brand. Fashion has become an important part of the Mercedes' identity through the brand's sponsorship of a number of international fashion weeks, making these new platforms an opportunity to delve further into its sartorial connections.

The Mercedes-Benz Fashion Instagram account was set up as the home base and editorial voice for all things fashion. First amassing a series of curated posts in just two weeks, Mercedes covers everything from backstage makeup to up-and-coming talent (see story).


Michael Kors' Kendall II sunglasses

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

Using Snapchat as a virtual mirror, consumers are 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

Michael Kors created the Snapchat filter to coincide with celebrations for National Sunglasses Day June 27 (see story).
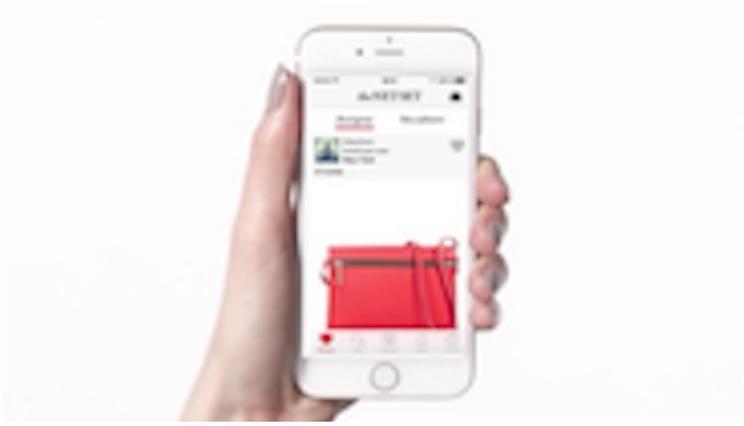
Net-A-Porter's The NetSet

Online retailer Net-A-Porter celebrated the first anniversary of its social shopping network The Net Set with the launch of exclusive in-application features.

The Net Set was launched in May 2015 for Apple devices, including Apple Watch, giving users a platform that merges social media, fashion and shopping in a single app. Through the Net Set app, Net-A-Porter's consumers are linked to fashion personalities, curators, designers and brands in real-time while labels can actively manage a social dialogue and relationship with users.

On The Net Set app, consumers are able to scroll through a feed of trending fashion items from around the world, give friends advice on purchases and recommend merchandise, share images, interact with style icons and view personalized "love lists" (see story).

Olivia Palermo for Piaget

Swiss jeweler Piaget let consumers take a turn in the spotlight with a social contest.

An extension of the brand's Possession campaign, which used the tagline "Turn and the world is yours," the brand is asking consumers to film themselves using Instagram's Boomerang app, which captures footage and then reverses it, creating a cyclical video. This contest allowed consumers to place themselves within the theme of the campaign, allowing the message of changing perspectives to resonate on a deeper level.

Piaget provided an incentive for the contest, offering the winner the opportunity to meet style icon Olivia Palermo in New York (see story).