

JEWELRY

Georg Jensen takes realistic look at love to prompt emotional gifting

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Georg Jensen's #MarkedWithLove campaign

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Danish design house Georg Jensen is exploring the things people do for love in a Valentine's Day effort that focuses on the experiential aspects of its wares.

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The brand's #MarkedWithLove campaign takes the romantic holiday beyond jewelry, looking at how Georg Jensen designs contribute to shows of affection across categories. Diversifying its approach for this holiday may help consumers looking for a more personal way to show they care or reward themselves.

"Georg Jensen's new campaign encourages the idea that love has many diverse scenarios," said Evan Magliocca, brand marketing manager, **Baesman Insights & Marketing**, Columbus, OH. "There's no one-size-fits-all approach and the tagline 'For all the ways you valentine' embodies that approach."

Mr. Magliocca is not affiliated with **Georg Jensen**, but agreed to comment as an industry expert. **Georg Jensen** was reached for comment.

Love stories

Georg Jensen's #MarkedWithLove is featured on the brand's social channels and its ecommerce site. The series of four films is being unveiled slowly before the holiday.

The first film, "Someone you love," takes place in a young woman's room. She slides into the frame playfully and takes a spot in front of a mirror.

Here, the protagonist proceeds to flirt, winking, twirling her hair or giggling coyly to herself.

Eventually, she picks up a silver pendant on a chain, slipping it over her head and carefully positioning it. A handwritten tagline reads, "For all the ways you Valentine."

Georg Jensen - Someone you love

A second short, "Light up the love," finds a man and a woman preparing dinner. The camera cuts back and forth between the pair, capturing her popping a carrot slice into her mouth and him testing the contents of a pot on the

stove or juggling ingredients.

The pair interacts, talking to each other animatedly as they cook.

Eventually, they each light a candle situated in a Georg Jensen holder and place it on the table. As they position laptops in front of them, the viewer finds that they are actually in two separate places having a date night.

The parting shot shows the man giving a silent toast to his partner.

In coordinating content on social media, Georg Jensen features its new Love Knots jewelry collection. Originally designed in the 1970s, the sterling silver pieces include interlocking lines, a representation of commitment.

Along with jewelry, the house also promotes items from its lifestyle collection, such as vases, wine coolers and candleholders.



Image from Georg Jensen's #MarkedWithLove

"The strategy for #MarkedWithLove is more about brand reputation which is a long-term goal," Mr. Magliocca said. "It aligns well with their previous campaign 'You Can Never Be Too Much You,' which also focuses on authenticity.

"Overall Georg Jensen has really improved their brand appeal and awareness through these campaigns which will pay dividends in the future."

Lifestyle push

Last year, Georg Jensen encouraged consumers to close their eyes and see with their hearts as an ode to the sentiment of St. Valentine's Day.

Georg Jensen's social media push extends across platforms, namely Facebook and Instagram, allowing followers to interact with the campaign in different ways. By asking questions of its social audience, Georg Jensen is able to create a dialogue that extends beyond its own promotions for a feeling that is more authentic, especially as the content generated regards individual experiences of love ([see story](#)).

Other brands have focused more on the moments lived in the company of products rather than the items themselves in lifestyle marketing efforts.

Italian furniture maker Poltrona Frau is focusing on the stories that happen around its designs in a series that zooms in on one realistic home.

Told in four parts, "Home Stories" weaves anecdotes about different members of one family, using its pieces as a set rather than the main character. Poltrona Frau made a conscious decision to make the home featured appear lived in and relatable, creating aspiration for its furniture in an environment that does not appear too staged or magazine-perfect ([see story](#)).

"Increasingly for brands, social and brand marketing is becoming less about the product and more about values and emotion," Mr. Magliocca said. "George Jensen's new campaign strives to attach both of those ideas to the brand.

"I think it's a smart choice to build brand equity, which is more valuable than short-term product strategies."

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