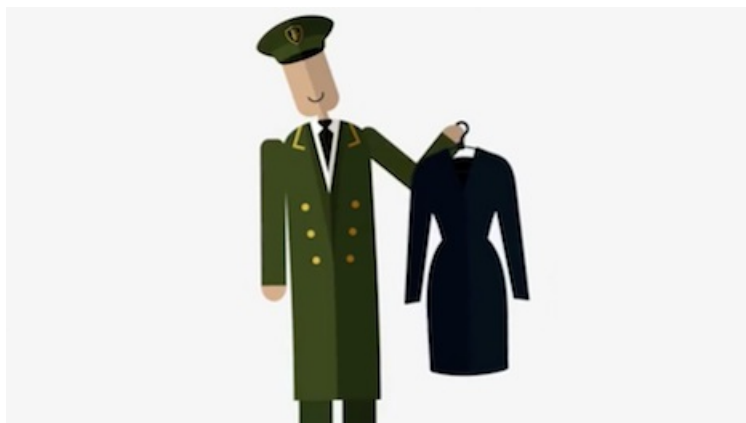


MARKETING

Top 10 luxury mobile efforts of Q1 2017

April 3, 2017



Harrods' Mobile Store Guide, animated still

By STAFF REPORTS

Once hesitant of now-routine social media and ecommerce, luxury brands are fully embracing the potential mobile marketing has to assist in reaching discerning consumers.

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In the first quarter of 2017, luxury put its technological-savvy foot first with efforts relying on augmented reality, artificial intelligence, branded SMS messaging and social media platforms, to just name a few innovations. As target demographics shift to maturing digital-natives, the need to market via mobile will becoming all the more relevant and necessary if a brand wants to maintain relevancy in an evolving consumer climate.

Here are the top 10 mobile efforts of the first quarter, in alphabetical order:



Microsoft's HoloLens

Artsy's mixed reality

Online art destination Artsy teamed with Microsoft for an immersive mixed-reality experience at The Armory Show 2017 March 2-5 in New York.

Held on Piers 92 and 94, The Armory Show is an annual art fair displaying important works from 20th and 21st century artists. During The Armory Show, organizers used technological innovations to showcase artists' works

through events and exhibitions throughout New York ([see story](#)).



British Vogue's Facebook Messenger bot

British Vogue gets chatty

British Vogue is exhibiting the pervasiveness of chatbots on Facebook Messenger, as it launches its Messenger bot to personalize fashion news for fans.

Through the British Vogue official Facebook and Facebook Messenger account, users can interact with the bot to receive up-to-date information regarding fashion. The new chatbot hopes to make a more impactful impression on readers, as publishing becomes excessively overcrowded and consumers' attention spans get shorter ([see story](#)).



Rouge Coco Gloss stickers by Chanel

Say it with Chanel

French atelier Chanel created an emoji keyboard in a bid for the attention of the youth segment of the market.

Available only for iMessages on iOS devices, Chanel has designed a series of graphics to customize enthusiasts' peer-to-peer communications. While the concept is not new, Chanel's development of an emoji keyboard is interesting because the brand often keeps a very sophisticated and curated image ([see story](#)).



Image courtesy of Chaumet

Chaumet's travel app for two

French jeweler Chaumet leveraged its local knowledge in a Parisian travel guide featuring excursions curated with couples in mind.

The brand's You Me Paris application uncovers "hidden gems" in the City of Lights that are best seen with a romantic partner, laying out ideas of eateries, hotels and walking itineraries. A key moment in Chaumet's early history centers on a marriage, making this mobile guide an opportunity to further position the jeweler as the choice for those in love ([see story](#)).



Image courtesy of Baby Dior

Dior diversifies

French atelier Christian Dior is one of many luxury brands that caters to niche audiences with separate social accounts for various departments.

In February, Dior launched an Instagram account dedicated to its children's wear. The latest addition brings Dior's account total up to four: its primary page, Dior Homme, Dior Makeup and Baby Dior.

Each allows the brand to speak directly to its niche audiences with content relevant to individuals rather than a broad approach. Although this social media strategy yields focused engagement, marketers need to produce a continuous flow of content or risk boring the audience ([see story](#)).

Harrods from A to Z, easily

British department store Harrods is using geolocation to make shopping its many floors and halls easier for visiting consumers.

Harrods has updated its mobile application to include a Store Guide function. The app update comes at a time when consumers are using their mobile devices in-store at a higher rate to achieve an omnichannel experience.

The app can also be filtered to locate departments, services and restaurants within Harrods ([see story](#)).



Jaeger-LeCoultre's Wake-Up Memovox app

Wake up to Jaeger-LeCoultre

Swiss watchmaker Jaeger-LeCoultre is letting consumers rise to the sound of an iconic timepiece via a mobile alarm application.

The Memovox, first introduced in 1956, was the first automatic timepiece to feature an alarm function. Now, Jaeger-LeCoultre has translated the experience of setting and waking up with the Memovox for the 21st century ([see story](#)).



Jaguar's in-dashboard shell app

Gas up the Jaguar

British automaker Jaguar is building on the disruptiveness of mobility innovation with its own in-car payments system for drivers to seamlessly pay for Shell gasoline.

Oil and gas company Shell is working with Jaguar to bring a cashless system of payment within vehicles. Drivers will be able to fill up their Jaguar vehicles, pay within the dashboard of their vehicles and simply drive away ([see story](#)).



Jenn-Air Connected Wall Oven controlled by Amazon's Alexa

Alexa turns on Jenn-Air's ovens

Appliance maker Jenn-Air has added voice control capabilities to its wall ovens, furthering its promise to deliver a seamless cooking experience.

Announced at the Architectural Digest Design Show in New York March 16, Jenn-Air's user-friendly voice command feature will be powered by a "Skill" application for Amazon's AI device Alexa. Connected homes are the future, and introducing appliances that offer AI assistance and features will keep a brand's cutting-edge position.

Simple voice commands will tell Alexa to preheat or set the timer and can also change the temperature and cooking modes, without the user having to manually use the appliance's settings ([see story](#)).



Superior Room at The Excelsior, Hong Kong

Mandarin Oriental's WeChat exclusives

Mandarin Oriental's The Excelsior, Hong Kong is building up the audience for its newly launched WeChat account through social-specific perks.

Until May 31, those who sign up for updates through the property's WeChat will be able to input codes for complimentary upgrades or offers such as late checkout. When new to a particular social channel, it can benefit brands to give consumers a reason to click follow.

Through the Excelsior_HK account, consumers can book a stay and learn more about features such as the hotel's loyalty card ([see story](#)).

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