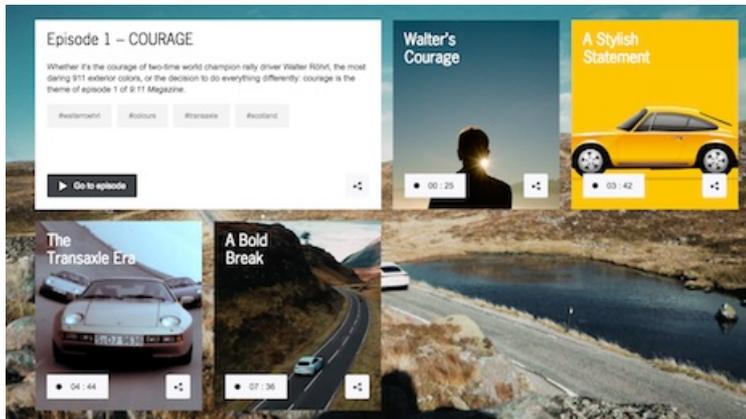


MARKETING

Top 10 digital marketing efforts of Q1 2017

April 5, 2017



Porsche's 9:11 Magazine

By BRIELLE JAEKEL

Luxury marketers from all sectors were busy during the first quarter of the year working to extend brand presence into the digital sphere with an onslaught of unique activations.

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A multitude of marketers have used the digital space to activate interactive brand initiatives that stand out and go beyond the traditional one-dimensional campaign. While many luxury retailers and brands are not leveraging digital the way that should be done for purchasing initiatives, social and digital elements are becoming a recurrence as part of luxury marketing campaigns.

Here are the top 10 digital luxury marketers of the fourth quarter of 2012, in alphabetical order:



B&O's Code the Wave video

Bang & Olufsen's music video

Danish consumer electronics manufacturer Bang & Olufsen weaved together consumers, music and technology in a campaign that allows users to manipulate a music video in their own manner.

The interactive platform encourages users who know how to code to make their mark on a specially created music video in their own interpretations. An online platform, put on by Bang & Olufsen, allows users to create their own

version of the music video, showing how technology can create art ([see more](#)).



Chaumet's virtual gallery

Chaumet's virtual museum gallery

French jeweler Chaumet is opening up its ephemeral museum to a larger audience with the introduction of a virtual gallery space.

Chaumet's 12 Bis microsite launched with a digital recreation of the house's recent "Une ducation Sentimentale" exhibit that ran from February to September last year, allowing visitors to step inside the gallery of artifacts and art regardless of their location. Museum exhibits afford brands an opportunity to educate attendees on their history, but the reach of these displays is often limited, making digital extensions such as Chaumet's a means to increase the impact of this effort ([see more](#)).



Dior's fall/winter 2017 runway show

Dior's spiritual test

French fashion house Christian Dior showed that there is more to its models than what meets the naked eye.

At the brand's fall/winter 2017 runway show on March 3, Dior put its cast to the test backstage with an aura machine, which creates photographs of the subject and the imperceptible halo surrounding them. Meant to reflect its founders' fondness for color, Dior's experiment elicited organic reactions from the models, revealing their personalities through both the spiritual and the observed ([see more](#)).



Dolce & Gabbana's Lucia handbag

Dolce & Gabbana's video testimonials

Italian fashion label Dolce & Gabbana put the marketing of its Lucia handbag in consumers' hands.

For its "Who is Lucia?" series, the brand hit the streets of global cities, handing the bag to pedestrians and asking them to describe it in their own words. As consumers crave authenticity, hearing testimonials from real people may make for a more trustworthy advertisement ([see more](#)).



Image from F is for Fendi Instagram

Fendi's microsite

LVMH-owned fashion house Fendi courted a millennial audience through a dedicated digital platform that speaks to "freaks."

The brand's F is for Fendi microsite and accompanying social channels was presented as collectively owned vehicles for expression and exploration, with editorial content that covers everything from places to go to personalities. Fendi's outreach to this up-and-coming generation of luxury consumers tapped into millennials' favor of experience over things, a message that may resonate more effectively than traditional fashion marketing ([see more](#)).



Gucci's #TFWGucci meme campaign

Gucci's high-end memes

Italian fashion house Gucci turned a social media trend high class and put its brand in the epicenter in a campaign for its latest watch line.

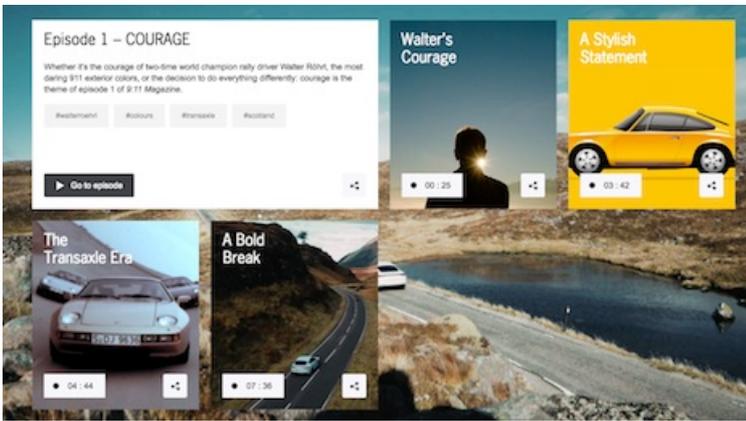
Gucci commissioned a line of its own memes, aligning its high fashion brand with common thoughts that consumers of all types can relate to. Gucci's #TFWGucci campaign, which stands for "that feeling when," is a collection of images that feature Gucci products and imagery with text that will encourage users to share ([see more](#)).



Still from Harvey Nichols' Holy Grail film

Harvey Nichols' Holy Grail

British department store chain Harvey Nichols embarked on an Arthurian-style quest for the ideal beauty collection. The retailer launched a five-week content series that searches for the "Holy Grail" across five cosmetic categories with help from five expert ambassadors. The beauty industry is filled with new launches and a seemingly endless array of choices, making this round table an opportunity for consumers to test out products through a personable proxy ([see more](#)).



Porsche's digital magazine

German automaker Porsche built a stronger community around its brand and love for its vehicles with a new twist on the automotive magazine.

The 9:11 Magazine by Porsche is the automaker's video version of a magazine. The online hub created by Porsche acts a digital magazine with various docu-style videos for all things related to the automaker ([see more](#)).



Superior Room at The Excelsior, Hong Kong

The Excelsior's WeChat

Mandarin Oriental's The Excelsior, Hong Kong built 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 ([see more](#)).



Sotheby's and IFTTT

Auction house Sotheby's is building a highly in-tuned audience and notifying consumers of relevant happenings via an online platform partnership.

Through a partnership with the IoT platform IFTTT, Sotheby's is allowing customers to customize notification settings so they can stay up to date with what is happening in the auction community. The platform integrates with major applications and other platforms, allowing users to set up a personalized experience for each app based on preference ([see more](#)).

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