

MARKETING

Top 10 multichannel efforts of Q2

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Selfridges launched various niche collections for its Music Matter campaigns. Image credit: Selfridges

By SARAH JONES

Digital channels offer brands the opportunity to extend a campaign rooted in a physical experience past a single location, engaging consumers around the world.

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From live-streaming in-store concerts to encouraging peer-to-peer communication from a pop-up, brands found ways to incorporate a global audience in their efforts. This quarter, brands also looked to make an impact through collaborations with artists or other brands.

Here are the top 10 multichannel efforts of the second quarter of 2017, in alphabetical order:

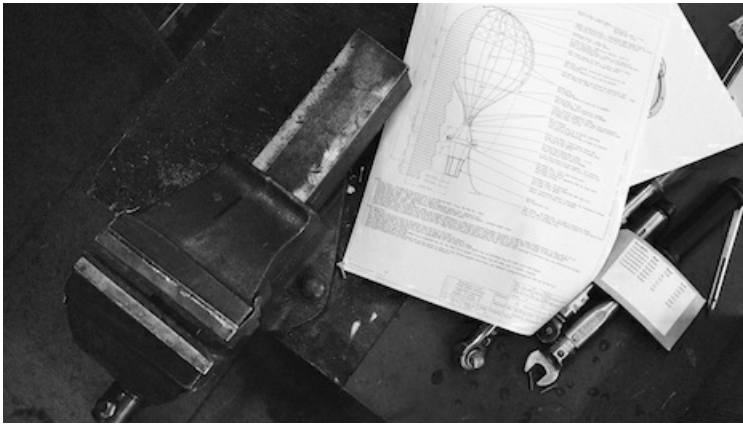


Bentley's on-demand mobility service. Image credit: Bentley

Bentley's on-demand service

British automaker Bentley is working to fill its customers' needs beyond purchasing vehicles with a new innovative piece of technology.

The automaker will be sharing a new concierge feature on its application that will allow Bentley to pursue endeavors in rental services. Only available to current Bentley owners, the app allows users to request a vehicle on-demand for temporary occasions ([see story](#)).



Making of the Burberry Balloon. Image credit: Burberry

Burberry Heathrow

British fashion label Burberry popped up at London's Heathrow Airport to connect travelers with their friends and family through a time-honored tradition.

The brand installed a life-size hot air balloon at the airport's Terminal 2, honoring the achievements of a balloonist more than a century ago. Along with the balloon, the brand developed a peer-to-peer communication campaign centered on the pastime of sending postcards during a trip ([see story](#)).



Panthre de Cartier campaign shot by Sofia Coppola. Image credit: Cartier

Cartier's millennial push

Richemont-owned jeweler Cartier opened its first public-facing experiential activation in the United States market May 20-21 to garner interested in the Panthre timepiece.

During this year's Salon International de la Haute Horlogerie in Geneva, Cartier announced that it would be reviving the 1980s classic, the Panthre de Cartier women's wristwatch. Originally released in 1983, Cartier ceased production of the timepiece in 2004, but consumer demand has lead the French jeweler to return the watch to market ([see story](#)).

For Panthre, Cartier also looked to Hollywood for a retro-themed campaign that brought back the 1980s along with its watch, an icon from the decade.

Oscar winner and 2017 Best Director at the Cannes International Film Festival, Sofia Coppola, directed Cartier's latest advertisement in which the eighties decade is rampant ([see story](#)).



Gucci x Angelica Hicks Art Wall T-shirt collection. Image credit: Gucci

Gucci's creative collaboration

Italian fashion house Gucci geeked out in a multifaceted art project with British illustrator Angelica Hicks.

The #GucciGeek project includes two public art murals, one in New York and the other in Milan, as well as a limited-edition collection of T-shirts. Gucci creative director Alessandro Michele discovered the artwork of Ms. Hicks on Instagram, and was drawn to her "offbeat creative approach and ironic tone," which jumpstarted the creative collaboration ([see story](#)).



One of the pieces from the Wave Walk collection designed by Cara Delevigne. Image credit: La Mer

La Mer's oceanic art

Este Lauder Cos.' Crme de la Mer celebrated World Oceans Day June 8 by walking the streets of New York.

The La Mer Wave Walk art installation and fundraiser featured 54 sculptures of waves designed by influential artists, actors and celebrities and was on display on an art trail throughout New York starting on June 8. Each sculpture was up for sale, with all proceeds going to ocean conservation efforts around the world ([see story](#)).



Celebrate Mot Moments. Courtesy of Mot & Chandon, photo by @dulceida1

Mot hosts global party

LVMH-owned Champagne house Mot & Chandon expanded the reach of its brand's unofficial holiday to more than 300 international destinations.

Last year on June 11, Mot & Chandon held the first Mot Party Day in London and select cities such as Paris, Hong Kong and Mexico City. The one-day event marks the day the celebratory Champagne spray was born in 1967 after Dan Gurney won the 24-hour Le Mans auto race in France ([see story](#)).



Magnum x Moschino campaign image. Image credit: Moschino

Moschino's fashionable food

Italian fashion label Moschino dared consumers to embrace their wilder side in a collaboration with ice cream maker Magnum.

Tapping into a shared bold perspective, the partners teamed up to market Magnum's double-dipped ice cream bars with a high-fashion approach. Launching during the Cannes International Film Festival, the "Unleash Your Wild Side" campaign spans a short film and activations during the festival, giving both partners a platform to reach an affluent, entertainment industry audience ([see story](#)).



Nordstrom sponsors this year's Red Carpet for the Tony's Awards. Image credit: Nordstrom

Nordstrom goes to the theater

Department store chain Nordstrom turned its social media presence and online content site into a one-stop-shop for all things Tony related in honor of its renewed sponsorship.

Nordstrom returned for the third time as the red carpet sponsor for the Tony Awards ceremony that celebrates Broadway. The department store shared a range of behind-the-scenes content as well as fashion news leading up to and during the televised event ([see story](#)).



Image courtesy of Vanity Fair magazine

Saks' best dressed celebration

Department store chain Saks Fifth Avenue is demonstrating its sartorial sense in an exclusive partnership with Cond Nast-owned title Vanity Fair.

Each year since its inception in 1940, Vanity Fair has catalogued global style leaders in its International Best-Dressed List. With honorees ranging from Hollywood starlets and models to royalty and heads of state, the International Best-Dressed List has influenced the fashion choices of Vanity Fair readers for more than 75 years ([see story](#)).



The UltraLounge at Selfridges. Image courtesy of Selfridges

Selfridges streams live music

British department store Selfridges is emphasizing the close relationship between fashion and music with a new in-store initiative that mixes retail with performance.

Young affluent consumers are drawn in through experiences while shopping rather than just quality products. Selfridges is innovating the department store experience by turning its flagship into a performance venue throughout the summer and fall ([see story](#)).

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