

MARKETING

Top 10 digital efforts of Q3 2017

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Shoppers can view crystal accessories in virtual reality. Image credit: Mastercard

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Luxury brands are embracing new retail models, with shoppable content and virtual reality becoming popular additions to the ecommerce experience.

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From branded social networks to expedited delivery, luxury marketers are looking to elevate the online buying process. Beyond retail, recent marketing efforts have tapped into lesser-used platforms and consumer content to engage consumers online.

Here are the top 10 digital efforts of the third quarter, in alphabetical order:



2018 Audi RS5 Coupe. Image credit: Audi

Audi's speedy Q&A

German automaker Audi is pioneering the auto marketing world by taking on a lesser used social media channel, Reddit, with a special new series.

On the message board-like social media platform, Audi will be establishing a new series it has dubbed "the world's fattest AMA," which stands for "Ask Me Anything." The series will feature interviews with guests while they are strapped into the passenger seat of a 2018 TT RS as it is driven around Willow Springs Raceway ([see story](#)).



Bulgari is appealing to younger consumers in its latest perfume campaign. Image credit: Bulgari

Bulgari's Roman revelry

Italian jeweler Bulgari is feeling the pull of Roman nights as it introduces the latest addition to the Goldea fragrance range through digital interaction.

To welcome Goldea The Roman Night to the jeweler's Goldea fragrance family, Bulgari has scripted a nighttime narrative and interactive features to transport consumers to the Eternal City after dark. Since digital campaigns cannot yet incorporate scent to online experiences, fragrance marketers must rely heavily on a sense of place to communicate how a fragrance smells and how it makes the wearer feel ([see story](#)).



Dom Perignon is putting its Champagnes in consumers' hands in an hour. Image credit: Dom Perignon

Dom Perignon's delivery service

Mot Hennessy-owned Champagne house Dom Perignon is reacting to consumers' on-demand expectations with a speedy delivery service.

Together with third-party technology firm Thirstie, the Champagne house is launching an ecommerce option on its Web site in select United States markets, promising to put bottles of its vintages in customers' hands in an hour. With consumers becoming more accustomed to instant gratification, retail in a number of categories is catching on with faster fulfillment ([see story](#)).



Lexus' on demand press conference through augmented reality. Image credit: Lexus

Lexus rethinks the press conference

Toyota Corp.'s Lexus worked to make media coverage of its participation at the Frankfurt motor show easier to share by using augmented reality.

The goal is to revolutionize the press conference model, allowing for a more flexible experience in which media personnel can interact with content at any time in a life-like setting. Lexus premiered the technology during the Frankfurt Motor Show, in which visitors could stop by its booth to interact with the new press conference ([see story](#)).



Sketch of Marie Claire's first-ever The Next Big Thing concept shop. Image credit: Hearst's Marie Claire

Marie Claire's concept shop

Hearst-owned Marie Claire magazine headed to New York's SoHo neighborhood to bring discovering the next big thing in fashion, personal care and technology from its pages to the physical realm.

Marie Claire's first-ever "The Next Big Thing" concept shop opened on Sept. 23 and offered consumers a new way to shop, powered by Mastercard technology and other innovative touch points that are revolutionizing the retail sector. The concept shop, in addition to selling innovative products, will demonstrate how in-store retail is becoming smarter thanks to advances in digital technologies that mirror the online experience ([see story](#)).



The Style Daily is Matchesfashion's new curated content feature. Image credit: Matchesfashion

Matchesfashion's chatbot-style content

British fashion retailer Matchesfashion.com has unveiled a new interactive and curated guide called The Style Daily.

The feature combines elements of chatbots, editorial content and online shopping into a unique stream of recommended products. Uniquely, the content provided by The Style Daily is available only through the retailer's mobile application, emphasizing the primacy of mobile in the modern digital landscape ([see story](#)).



Prada Journal is moving away from print and text and towards visuals and images. Image credit: Prada

Prada's multimedia journal

Italian fashion label Prada has launched the fourth edition of its Prada Journal project, a multimedia campaign that relies on user-generated content to make up its bulk.

Prada Journal asks fans to send in their own images, whether they are photographs or illustrations, along with text that tells a story. Previous years of Prada Journal have taken a more literary bent, while this year sees the brand moving toward multimedia ([see story](#)).



Sephora is starting a conversation via its Beauty Insider Community. Image credit: Sephora

Sephora's social network

LVMH-owned beauty retailer Sephora is encouraging peer-to-peer communications through the launch of its new Beauty Insider Community.

Instead of spurring a dialogue between brand and consumers, as many marketers often work towards, Sephora is taking a different approach to generating conversation among its enthusiasts. The beauty industry relies heavily on peer recommendations, and consumers often put more stock into influencers and friends' opinions rather than brands themselves, making Sephora's Beauty Insider Community an accurate read of current trends ([see story](#)).

Swarovski's VR-enhanced shopping

Precision-cut crystal maker Swarovski is working with Mastercard for its latest retail innovation, a virtual reality shopping app for home decor.

The app will allow customers to view crystal accessories for their homes in three dimensions, all through their smartphones. The partnership shows that even with augmented reality's dominance, virtual reality can still be a powerful tool for brands and retailers in all categories ([see story](#)).



Customers can click or tap the video to instantly begin shopping the looks. Image credit: Valentino

Valentino links content and commerce

Italian fashion house Valentino is one of the first brands to create shoppable social media videos using technology from a new startup.

Smartzter, the startup, uses a patented click-to-buy technology to make videos shoppable, allowing customers to jump straight from watching an advertisement to buying the clothes they saw in it. With Valentino using the tech, along with other brands such as Bulgari, shoppable video may be an important trend to watch in the future ([see story](#)).

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