

MARKETING

## Tiffany & Co. is 2017 Luxury Marketer of the Year

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In 2017, Tiffany & Co. harnessed the power of celebrity. Image credit: Tiffany & Co.

By STAFF REPORTS

Jeweler Tiffany & Co. is *Luxury Daily's* 2017 Marketer of the Year for its marketing makeover under newly installed chief artistic officer Reed Krakoff.

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Tiffany won over first runner's-up Esté Lauder and second runner's-up Michael Kors. All three brands have shown a willingness to adapt to current consumer behavior, whether through enhanced digital touchpoints or revised retail strategies.

The Luxury Marketer of the Year award was decided based on luxury marketing efforts with impeccable strategy, tactics, creative, executive and results. All candidates selected by the Luxury Daily editorial team and from reader nominations had to have appeared in Luxury Daily coverage this year. **Judging was based purely on merit.**

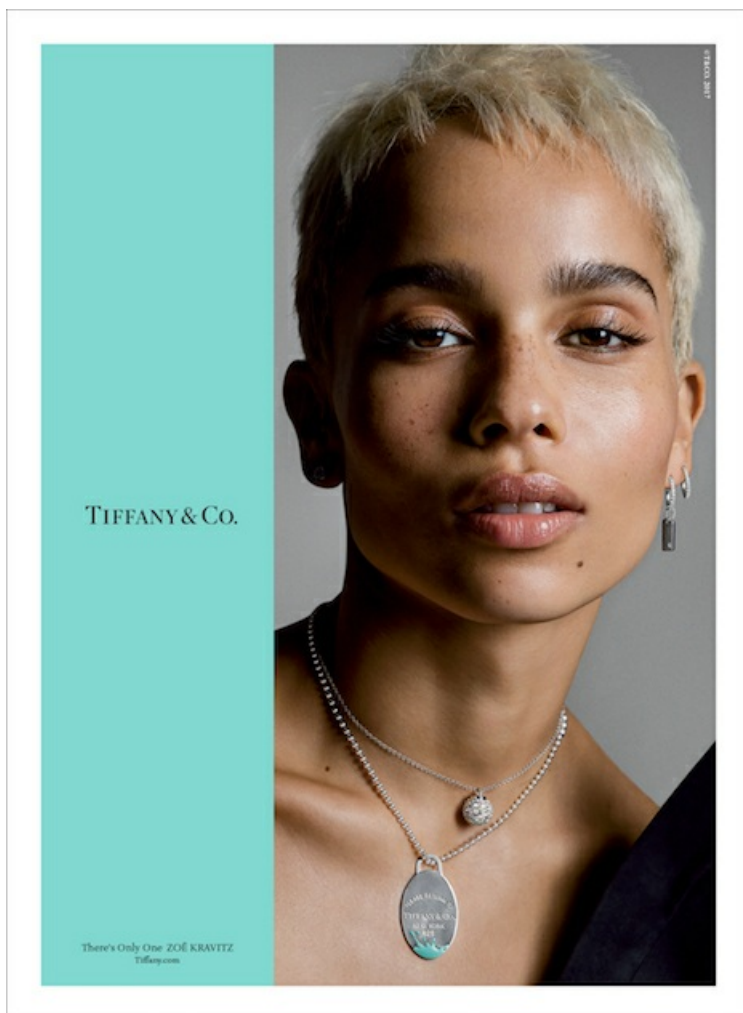
Tiffany on top

In January, Tiffany announced that it was expanding Mr. Krakoff's role from collaborator to creative director. The designer, who had previously worked with the brand on the relaunch of its accessories collection, became Tiffany's first chief artistic officer, beginning in the role Feb. 1 ([see story](#)).

Along with Mr. Krakoff, Tiffany also added new business leadership, appointing former Diesel and Bulgari executive Alessandro Bogliolo as its new CEO ([see story](#)).

In July, Tiffany released the first creative campaign during Mr. Krakoff's tenure. The personality-driven fall 2017 effort celebrates self-expression and individuality.

Titled "There's Only One," the campaign is an ode to personal strength and brings together six personalities from different disciplines. Each of the campaign ambassadors, who include actress Elle Fanning and musician St. Vincent, brings with them their own signature style, personality and imaginative vision ([see story](#)).



*Zoe Kravitz for Tiffany's fall 2017 campaign. Image credit: Tiffany & Co.*

This built on Tiffany's move toward more personality-centric campaigns, which started with its Grace Coddington collaboration in 2016 ([see story](#)).

Tiffany also tapped into the celebrity of Lady Gaga for its first Super Bowl spot. The singer modeled Tiffany's HardWear pieces in a 60-second ad ([see story](#)).

Tiffany's social media marketing successfully sparks conversations among its consumers, creating a sense of community.

The jeweler posted love notes on Instagram to start an interactive conversation with its community of followers. In a series of posts shared by the jeweler, Tiffany promoted its engagement jewelry in a way that was relatable to the majority of consumers ([see story](#)).

Through these efforts, Tiffany has been successful at winning the affections of millennial customers, a population set to increase its spending on luxury goods. In a recent report from MVI Marketing, the brand emerged as millennials' favorite jeweler ([see story](#)).

NetBase also found that while Tiffany is not mentioned as often as brands such as Gucci or Chanel, its fans are more passionate ([see story](#)).



*Tiffany Blue Box Cafe. Image credit: Tiffany & Co.*

Outside of media, Tiffany continued to rework its retail strategy with the opening of an eatery located within its famed Fifth Avenue flagship. Located on the newly renovated fourth floor of its New York store, Tiffany's Blue Box Cafe is the first retail dining concept envisioned by the jeweler, which serves American cuisine in a space inspired by its blue boxes ([see story](#)).

Tiffany has also expanded into new product lines, launching its first fragrance under a new licensing deal with Coty ([see story](#)) and a Home & Accessories collection, which includes Tiffany-style "Everyday Objects" ([see story](#)).

#### *Tiffany & Co. The New Tiffany Fragrance*

Maintaining a consistency in its corporate social responsibility, Tiffany has taken the risky strategy of getting political when actions of the Trump administration do not match its position on issues such as sustainability. The jeweler issued statements on the Paris Climate Agreement and Mr. Trump's decision to reduce the acreage of two national monuments in Utah ([see story](#)), which were met with mixed reactions by consumers and media attention.

While recent years have seen Tiffany struggle with falling sales, its results have turned around as of late.

The U.S. company's worldwide net sales increased 3 percent to \$976 million thanks to sales growth in most regions during the third quarter of 2017, and its nine-month year-to-date results showed a worldwide net sales increase of 2 percent above the year prior ([see story](#)).

#### First runner's-up: Este Lauder

Beauty marketer Este Lauder has embraced the potential of digital marketing for cosmetics, earning it the position of first runner's-up.

The brand has been particularly effective at translating the beauty counter experience to a digital environment.

Este Lauder teamed with LVMH-owned travel retailer DFS to transform fans into influencers with an omnichannel initiative that brought together in-store activations with digital touchpoints via Chinese messaging platform WeChat ([see story](#)).

The brand also launched a number of augmented reality and artificial intelligence solutions.



*Estee Lauder try on experience. Image credit: Estee Lauder*

Estee Lauder looked to drive more confident purchases by incorporating ModiFace's automatic facial analysis technology into its ecommerce platform, allowing shoppers to view makeup on their faces in real-time ([see story](#)). In the U.K., the brand worked with Perfect Corp.'s YouCam to create an in-store virtual try-on experience ([see story](#)).

On Facebook, Estee Lauder launched an AR-enhanced chatbot that offers recommendations and answers questions as customers search for lipstick and other cosmetics ([see story](#)).

With voice assistants on the rise, beauty marketer Estee Lauder also embraced this new trend by collaborating with Google on personalized voice-activated tool for Google Home. Through the new tool, called the Estee Lauder Nighttime Expert application, customers can get personalized beauty tips and recommendations, curated by the brand, delivered to them just by asking their Google Home device ([see story](#)).

With its millennial-centric Este Edit line discontinued, the label has doubled down on bringing younger clientele to its main line through efforts featuring talent such as Kendall Jenner and singer Elle King ([see story](#)).

The brand also embraced the popularity of beauty vloggers through collaborations, naming makeup artist and influencer Violette its new global beauty director. In her new role, Violette will work on developing new products and guide women in finding their beauty look ([see story](#)).



*Violette for Estee Lauder. Image credit: Estee Lauder*

Also aiding its efforts to introduce its brand to younger consumers, Este Lauder linked with Birchbox to sell sample sizes of its products ([see story](#)).

Este Lauder also leaned on celebrity, continuing its colored cosmetics relationship with fashion designer Victoria Beckham for a second limited-edition collection ([see story](#)). The line has had strong response, with the first collaboration selling out in a number of retailers.

Second runner's-up: Michael Kors

U.S. fashion label Michael Kors' reinvention centers on a move more upmarket. The brand has reduced its wholesale distribution in promotion-prone environments in an effort to raise its positioning.

Michael Kors has been an early adopter of many digital marketing tactics, such as Snapchat. This year, the brand continued to leverage its stable of influential friends such as model Taylor Hill and actress Kate Hudson on social media.

Responding to the importance of China, and Asia in general, for its brand, Michael Kors named Chinese actress Yang Mi its brand ambassador, building on its existing relationship with the personality. The superstar will be making appearances at the label's events and would also star in brand campaigns ([see story](#)).



*Yang Mi for Michael Kors. Image credit: Michael Kors*

While much is made of targeting younger generation, the brand has also leveraged Facebook marketing to reach a more mature luxury customer.

Michael Kors worked with Facebook to seek out older high-spending consumers through CRM and audience targeting to achieve an 18-point lift in ad recall. The ad campaign for the Italian-made Bancroft handbag saw the highest lift with 45 to 50 year olds ([see story](#)).

Despite recent struggles, Michael Kors has raised its full-year outlook after exceeding expectations in the second quarter of fiscal 2018.

For the quarter ended Sept. 30, Michael Kors' total revenue increased 5.4 percent to \$1.15 billion from \$1.09 billion in the second quarter of fiscal 2017. After financial challenges, Michael Kors reports that its Runway 2020 strategic plans of product innovation, brand engagement and customer experience has assisted it in total revenue and retail sales increases ([see story](#)).

This year, Michael Kors grew its company with the purchase of Jimmy Choo ([see story](#)). With the deal just closed in November, the next year will show the full effect of the joining together.