

MARKETING

Top 5 holiday brand efforts of 2017

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2017's holiday efforts focused on substance over style. Image courtesy of Swarovski

By STAFF REPORTS

With Christmas just days away, brands are making their last push for holiday relevance with a number of intricate campaigns focused on getting customers engaged on every channel and across devices.

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This year's holiday efforts have been a bit more subdued than previous years, with a focus on building a lasting, multichannel relationships with customers rather than just a quick cash grab that does not contribute to a lasting bond. Luxury advertisements for the 2017 holiday season are of higher quality, and more thoughtful than usual, thanks to a growing awareness of oversaturation.

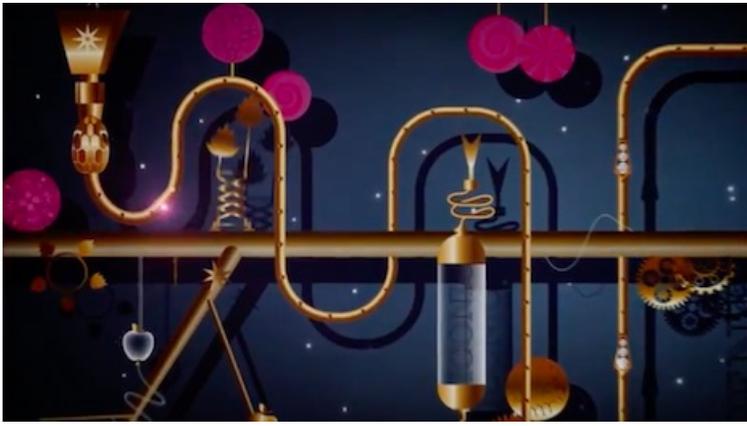
Consumers are bombarded with content all day and every day, so much so that brands are starting to react by pulling back on the quantity of advertising and upping the quality ([see story](#)).

Additionally, technology played a larger role, with more campaigns focused on omnichannel marketing and using new tech such as chatbots.

While the weeks leading up to Christmas are brands and retailers' busiest times in terms of sales, the days immediately following the Dec. 25 holiday are some of most active for returns.

On Dec. 26th, brands and retailers typically see some of the highest numbers of returns and exchanges as consumers return gifts of wrong sizes and colors or make other corrections. For brands and retailers, chatbots can be one way of easily handling the increased load of Web traffic as customers float questions and concerns about how to return their gifts ([see story](#)).

Here are the top 5 brand efforts of the 2017 holiday season, in alphabetical order:



Bulgari's holiday campaign showcases the making of its pieces. Image credit: Bulgari

Italian jeweler Bulgari is looking to the stars for a holiday campaign that sparks hope and light.

Launching Nov. 20 to coincide with Universal Children's Day, the Bulgari Wishing campaign includes a fundraiser for Save the Children, prompting social media for social good. Inspired by the night sky in its Roman hometown, Bulgari's effort speaks to the magic of its creations ([see story](#)).



David Yurman holiday 2017 campaign. Image credit: David Yurman

U.S. jeweler David Yurman is taking inspiration from its eponymous co-founder's memories for a snowy holiday campaign.

Based around Bear Mountain State Park, the site of Mr. Yurman's first date with his now-wife Sybil, the effort depicts its jewels amid a wintry landscape. With the business and life partners at the center of the David Yurman brand, the jeweler often puts its personal story at the heart of its marketing ([see story](#)).



Hugo Boss' the entrance. Image credit: Hugo Boss.

German fashion label Hugo Boss is hoping to make an entrance this holiday season with a series of vignettes that emphasize the brand's style in a unique fashion.

Hugo Boss' holiday campaign consists of an advertisement spot broken into separate videos for more dramatic effect. Coupled with its beefed up purchasing services, the fashion brand is hoping to make a powerful entrance into the holidays "in the fast lane" ([see story](#)).



Miu Miu's latest campaign is inspired by ASMR videos. Image credit: Miu Miu

Italian fashion brand Miu Miu has debuted its latest holiday campaign in the form of an abstract short film with a star-studded cast.

In the short film, titled "Whispers," a group of celebrities including sisters Dakota and Elle Fanning are shown in voyeuristic, overheard whispers, highlighting the hidden moments that are laced throughout the holiday season. The cryptic short film is an effort on Prada-owned Miu Miu's part to drive traffic to its stores ahead of the lucrative holiday season ([see story](#)).



Swarovski's #BrillianceForAll campaign. Image courtesy of Swarovski

Precision-cut crystal maker Swarovski is engaging shoppers this holiday season through environments that blend physical and digital experiences.

In Toronto and Milan, the brand is digitizing the store concept with spaces that feature activations such as virtual reality and digital walls. The physical store no longer needs to be tied to traditional formats, allowing brands to incorporate digital as a means of immersing consumers in their worlds ([see story](#)).

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