

MARKETING

Top 10 digital and mobile efforts of 2017

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Mobile and digital efforts were all the rage in 2017. Image credit: Longines

By DANNY PARISI

Luxury brands today have an ever-increasing variety of digital tools available to them, with technology offering new ways to connect with their customers.

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With each passing year, tools such as virtual reality, augmented reality, live video and more have come to the forefront and given luxury players even more ways to organically engage with consumers. Mobile has also played a major role in allowing brands to target customers with digital advertisements at any time.

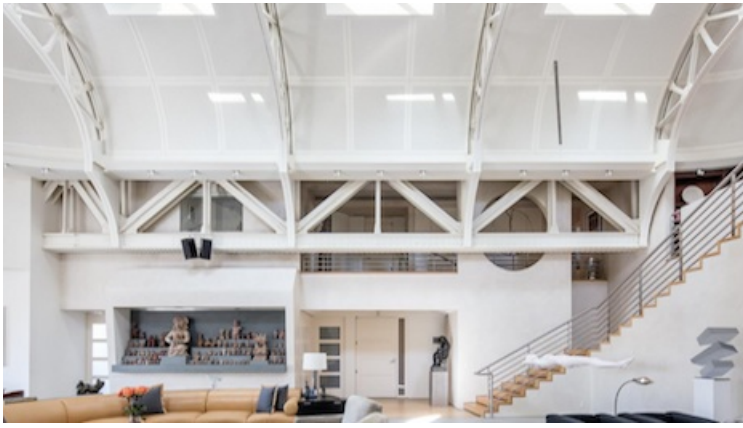
Here are the top 10 digital and mobile efforts of 2017, in alphabetical order:



Audi partners with Google for new infotainment innovation. Image credit: Audi

German automaker Audi is appealing to drivers that rely on Android operating systems in a new partnership that embeds Google into its dashboard.

During the Google I/O developer conference on May 17 the automaker showcased the new Audi Q8 sport concept technology platform. The interface will allow users to interact with various Google applications through Audi's infotainment system, without having to need a smartphone ([see story](#)).



A Douglas Elliman's property in New York. Image courtesy of Douglas Elliman

Real estate firm Douglas Elliman is putting more control in the hands of its realtors as well as customers with a heightened mobile presence.

A third mobile application has been released for Android and iPhone that allows Douglas Elliman realtors their own branding. Interested consumers will be able to browse a variety listings on the app while associates will be able to customize their own apps for customers to use as well ([see story](#)).



Este Lauder is using augmented reality to train its retail staff. Image credit: Este Lauder

Beauty marketer Este Lauder is expanding its use of augmented reality technology to its retail operations.

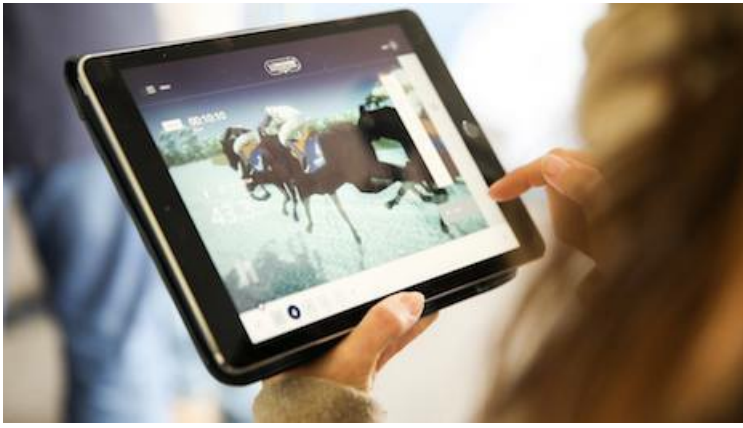
After launching a series of consumer-facing activations using Perfect Corp.'s YouCam application, the company has created an Augmented Reality Training (ART) program for its Beauty Advisors. Virtual experiences are being used more often by brands to streamline aspects of business, from training to technical work ([see story](#)).



Lancôme's #MiracleontheMove campaign. Image credit: Lancôme

Beauty marketer Lancôme has been able to garner a 17 percent increase in conversions on the mobile Web, thanks to an accelerated mobile page program.

The luxury beauty manufacturer is now seeing more traffic via mobile Web than through desktop after it launched its Progressive Web App. Lancôme has seen a 53 percent spike in mobile sessions on Apple mobile devices as well as an 8 percent increase in cart abandonment recovery through push notifications ([see story](#)).



Longines' Horse Racing app applies its timekeeping tactics to a tablet. Image credit: Longines

Swiss watchmaker Longines is reinforcing its dedication to equestrian sports through the launch of a mobile application that will dispense real-time data during equine events.

The Longines Horse Racing app will allow users of Apple iPads to watch equestrian sporting events as they happen through 3D renderings of the action occurring on the racetrack. Second-screen apps help brands extend real-time events to a greater audience and can demonstrate its commitment to the sport in question as well as its emphasis on innovation ([see story](#)).



Louis Vuitton created its Virtual Assistant with Mode.ai. Image credit: Louis Vuitton

French leather goods house Louis Vuitton is extending the luxury experience through a Facebook instant messaging chatbot.

Louis Vuitton's Virtual Advisor is reflective of its dedication to maintaining direct connection with consumers throughout the purchasing journey. A number of brands have launched artificial intelligence-powered chatbots to guide consumers through the online purchase decision as well as respond to inquiries and recommend products ([see story](#)).



Mot Hennessy Champagnes stand with Amazon Alexa. Image credit: Mot Hennessy

Mot Hennessy USA has developed a "Bottles and Bubbles" skill for Amazon's virtual assistant Alexa to educate consumers about Champagne at home.

A number of brands and retailers have created skills for Amazon Alexa as a way to tap into the artificial intelligence trend by curating digital-enabled experiences. Mot Hennessy, the spirits division of luxury goods group LVMH, has been boosting its digital touchpoints recently as discovery and purchases are now more apt to happen via an electronic device ([see story](#)).



Porsche is now using AR in its dealership service centers. Image credit: Porsche

German automaker Porsche's U.S. importer is using augmented reality to aid remote assistance for its service technicians.

Porsche Cars North America's "Tech Live Look" employs smart glasses with a built-in camera and LED light, allowing workers to take and share images and video from their perspective. While AR has been incorporated into consumer-facing experiences, the technology is also finding a place behind-the-scenes ([see story](#)).



Sephora Virtual Artist Looks. Image courtesy of Sephora

Beauty retailer Sephora is helping consumers achieve their desired beauty look with help from artificial intelligence and augmented reality.

The color matching feature on the Sephora Virtual Artist bot for Facebook Messenger has been extended to Sephora's mobile applications for iOS and Android, allowing consumers to find and try on product shades that correspond to hues in images. The retailer's updates also include the expansion of its try-on feature to cheek color cosmetics for the first time ([see story](#)).



Vacheron Constantin's first vintage piece to featured in the 222 model. Image credit: Vacheron Constantin

Swiss watchmaker Vacheron Constantin is building a community based on the popularity of its vintage timepieces with the launch of a dedicated Instagram account.

Vacheron Constantin's vintage timepiece-themed Instagram account takes its name from the watchmaker's discussion forum, The Hour Lounge. Similar to the passionate haute horlogerie conversations had on its form, Vacheron Constantin's @TheHourLounge Instagram account will give enthusiasts a new platform to discuss and share interest in the brand's vintage timepieces ([see story](#)).

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