

MARKETING

Luxury marketers need to question their motives differently: Team One

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Lexus' LED design for NYFW. Image credit: Team One for Lexus

By BRIELLE JAEKEL

NEW YORK So many important brand interactions happen daily and remain the secret to reaching the general audience, but through the use of digital, marketers can give these special experiences a platform.

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During the session "Experience in a material-driven luxury world" at Luxury FirstLook 2018: Exclusivity Redefined on Jan. 17, two executives from Team One unveiled how the agency's client, The Ritz-Carlton was able to unleash special customer service moments. The hotel company shared videos on Facebook that told real and specific stories on how its customer service associates made a positive impact on a guest, which was previously impossible without social media.

"There are many great secrets within companies about great service, but how do we tell these stories about these great stories?" said Alastair Green, executive creative director at Publicis Groupe's **Team One**. "With digital we can tell these secret stories."

Imagination versus attention

About 74 percent of consumers agree that brands who have interesting stories are likeable.

Team One's video for The Ritz-Carlton was able to garner attention and favorability by publishing stories that in the past would be a secret, known only to the individuals who had the experience. This level of connection to consumers is vital in appealing to today's audience.

During the keynote session, Team One encouraged executives to ask different questions to appeal to the current consumer. Brands, for instance, should be interested in capturing an audience's imagination instead of capturing their attention.

The agency exhibited this in its Lexus example in which the automaker fitted one of its vehicles during New York Fashion Week with a series of LED lights, turning the car's exterior into a screen. The vehicle reacted to audio detection as well as gestures and was featured in front of partnered brands' runway shows.

"We actually captured the imagination of the audience who were coming for fashion week and married their

passion for fashion at a moment they weren't expecting it," Mr. Green said.

While this campaign was catered to consumers who are not automotive enthusiasts, Lexus had another campaign that elicited significant engagement on Facebook from hardcore auto fans.

A Facebook Live event allowed fans help Lexus create a completely custom RC F Sport based on their reactions within only 10 hours. The brand asked viewers to vote on everything fitted on the vehicle including paint color and lug nuts.

The campaign elicited significant engagement with consumers and created a lasting bond.

About 75 percent of consumers believe that their definition of luxury is unique to them, which makes campaigns like the Facebook Live customization important in engaging the new consumers.

Indeed, brands need to think about turning their audiences into co-creators rather than thinking about how to personalize for each customer.

Intimacy and new meaning

Team One also explained that increasing intimacy is also vital in catering to its new audience, rather than increasing loyalty.

Demonstrating this notion of intimacy, the agency worked with the brand Indian Motorcycle to create a special video and tattoo ink made from carbon from the manufacturer's actual bike material.

Also, Ritz-Carlton capitalized on intimacy and localization through its longstanding relationship with Cleveland as the hotel relauches following an 18-month renovation.

Working with Team One, Ritz-Carlton, Cleveland created an integrated campaign featuring local attractions. The campaign creative, which ran in out of home, digital and across social media, was drawn by British artist Michael Arnold, who created custom illustrations and marketing materials to support the hotelier's long awaited reopening ([see more](#)).

Creating new meaning in consumers' lives is also important for brands instead of creating new uses for their products.

For instance, U.S. appliance manufacturer Dacor took inspiration from the fashion world's slick advertisements with a campaign for its Modernist Collection.



Dacor's latest campaign is a sleeker affair than usual. Image credit: Dacor

The series of short films brought some of the edgy aesthetics of highly produced fashion campaigns and brought them to the world of home appliances. The campaign, which was created in collaboration with Team One, is a part of Dacor's larger bid to place its appliances as products that are just as luxurious and stylish as the latest designer clothes or accessories ([see more](#)).

Dacor looked to cater to the new segment of affluent consumers who are more into experimenting in their kitchens and spending time with families.

"Modern affluents show a third way of being, where the kitchen is a place to play and experiment," said Joanna Young, management director at Team One. "What we really did was to start thinking of this new meaning rather than perfection."

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