

MARKETING

## Top 10 social media marketers of Q1

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Paris' Snapchat filters target young tourists during Fashion Week. Image credit: IRM.

By BRIELLE JAEKEL

Luxury marketers are learning to better wield social media influence in more modern and noteworthy ways, hoping to bring consumers into a community.

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Social influencers are an extremely useful tool that luxury brands are not shy to take advantage of, with partnerships with celebrities to micro-influencers running rampant. This past quarter brands tapped social media for these campaigns as well as a series of other interactive elements for more influential marketing.

Here are the top 10 social efforts of the second quarter, in alphabetical order:



Cate Blanchett is returning as the face of Armani S Passione. Image credit: Armani Beauty

Armani Beauty inspires consumer content via bold effort

Giorgio Armani Beauty gave consumers a platform to share their passions as it launches its latest scent.

As an extension of its inspirational effort for S Passione, Armani hosted a user-generated content campaign, allowing individuals to create their own branded videos. Armani Beauty's marketing for its S line has centered on pushing women to find their voice, a message of empowerment that this newest effort continues ([see story](#)).



*Bulgari opens a new perfume Instagram. Image credit: Bulgari.*

### Bulgari caters to fragrance fans in new Instagram

As beauty niches on social media become more prolific with brands, Italy's Bulgari launched its own dedicated fragrance account on Instagram.

Coinciding with International Women's Day, the LVMH-owned brand launched a special art-filled Instagram page just for its perfume fans. The page launched with a series of photographs that come together to make a large illustration when viewed all at once ([see story](#)).



*Flexjet uses Instagram to drum up excitement and ideas. Image credit: Flexjet*

### Flexjet searches for travel experience ideas through Instagram

Private aviation firm Flexjet shared a unique take on a traditional influencer campaign that looks to consumers for new travel innovations.

Flexjet looked for creativity from Instagram users in a new effort, working with its chairman and a resort partner to crowdsource ideas. The firm hosted a contest prompting followers to submit their plan for a one-of-a-kind itinerary for a chance to visit the Marquis Los Cabos resort in Mexico ([see story](#)).



*Gucci made Jeffree Star custom luggage. Image credit: Jeffree Star*

### Gucci's blogger gifting boosts digital word-of-mouth in January

Italian fashion label Gucci received the most digital earned media of any luxury label in January thanks to its collaboration with a well-known beauty blogger.

Gucci gifted influencer and makeup entrepreneur Jeffree Star with a set of custom pink luggage, and the personality drove \$1.6 million in earned media as he posted about his experience with the brand. In recent months, Gucci has been topping Tribe Dynamics' rankings of earned media, showing the marketing and word-of-mouth impact of the brand's buzzy moves ([see story](#)).



*LG Signature is teaming up with interior designers, including Stefan Diez. Image courtesy of LG Signature*

LG Signature showcases technologies' blend of function, fashion

Appliance and electronics brand LG Signature associated its products with a "metro classy lifestyle" through an influencer effort.

Through global partnerships with interior designers, architects and those in other design-related fields, LG Signature looked to present its creations as part of a broader luxury home environment. In addition to touting the functional purposes of its products, LG Signature also put the focus on the technologies' designs ([see story](#)).

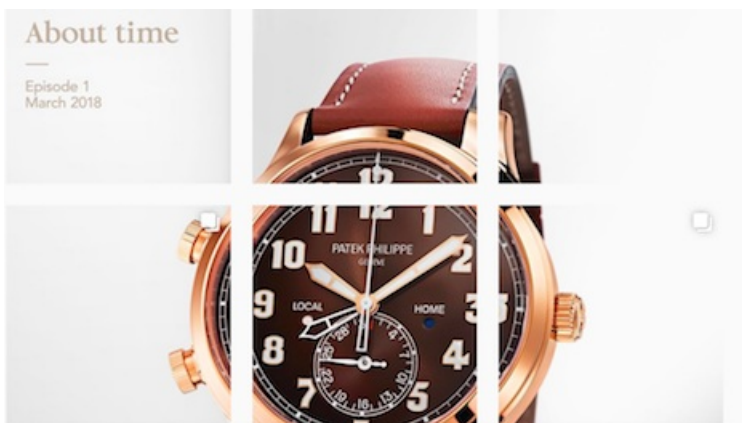


*MyTheresa's campaign for Miu Miu. Image credit: MyTheresa*

MyTheresa drives Miu Miu purchases via influencer effort

Prada's Miu Miu raced into MyTheresa via an influencer campaign for its cruise 2018 collection.

Featuring street style stars Vanessa Hong, Tamu McPherson and Diletta Bonaiuti, MyTheresa's effort translates the season's race track theme into a video game-inspired shoot. Aside from having an engagement benefit for brands, recent research found influencer marketing could also lead to sales ([see story](#)).



*Patek Philippe launches an Instagram. Image credit: Patek Phillippe*

Patek Philippe surprises fans with digital launch doubling as reveal

Swiss watchmaker Patek Philippe finally took on a strategy that many luxury brands have been forced to adopt ahead of Baselworld.

Starting on March 18, Patek Philippe debuted its Instagram account, which was a shock to many fans as the brand has largely been absent from social media. The launch was part of the brand's digital revitalization, as more luxury marketers are forced to take on the digital and social worlds they previously strived to avoid ([see story](#)).

Paris targets young travelers with Snapchat fashion week push

As Snapchat's reach continues to spread to older and younger demographics, the Paris government supported its plan to become a digital-first city with the social application during its fashion week.

Happening in France until March 6, Paris Fashion Week was supported by a series of Snapchat filters created in partnership with digital agency IRM. The campaign is part of the city's project to become more of a "startup" culture to attract more young travelers and individuals ([see story](#)).



*Swarovski's Rainbow Paradise collection. Image credit: Swarovski*

Swarovski adds touch of brilliance to app users' photos

Precision-cut crystal maker Swarovski made every moment sparkle with help from an exclusive filter on the KiraKira+ mobile application.

KiraKira+ is a photo filter app that allows users to add an exaggerated sparkle to any light emitting material or reflective object, such as jewelry, glass or light sources, found within the frame. Once the user takes a photo, the vibrancy and the color scheme can be adjusted through a variety of filter choices ([see story](#)).



*Tiffany's Valentine's Day tattoo campaign turns edgy. Image credit: Tiffany & Co.*

Tiffany & Co. professes undying love with interactive tattoos

U.S. jeweler Tiffany & Co. took on an edgier image for its Valentine's Day marketing, paralleling everlasting love with the permanence of tattoos.

Leading up to the major holiday for all jewelers, Tiffany is giving the lovers' celebration, typically seen as cutesy, a renegade makeover. Tiffany is leveraging social media and interactive digital elements to allow consumers to send a modern version of a Valentine note ([see story](#)).

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