

MARKETING

Top 10 digital efforts of Q1 2018

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Sotheby's new ARapp gives customers a better look at what their homes could look like. Image credit: Sotheby's International Realty

By DANNY PARISI

In the modern business world, the qualifier of "digital" hardly seems necessary anymore.

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As nearly all elements of modern marketing and retail have some online or digital component, it takes something much more unique to stand out. But these brands, from Aston Martin to Ralph Lauren, pulled out digital campaigns that still found new ways of pushing boundaries.

Here are the top 10 digital efforts of the first quarter, in alphabetical order:



Aston Martin luggage available in its online shop. Image credit: Aston Martin

Aston Martin's ecommerce expansion

British automaker Aston Martin has opened its online shop in a bid to push its status as a lifestyle brand.

Shop.AstonMartin.com hosts a series of products created by the automaker including luggage, artwork, vehicle accessories, a ready-to-wear line and more. To celebrate its racing team, a Red Bull racing collection will also be available on the site coming soon ([see story](#)).



Dior Sauvage Eau de Parfum campaign. Image credit: Dior

Dior's VR desert scenes

French fashion label Christian Dior is heading to the desert for an immersive fragrance effort that focuses on nature.

Dior's marketing push for its Sauvage Eau de Parfum sees Johnny Depp return as the scent's face. Following in the vein of previous promotions for the Sauvage line, the advertising leans on scene setting to translate a sense of smell to a visual medium ([see story](#)).

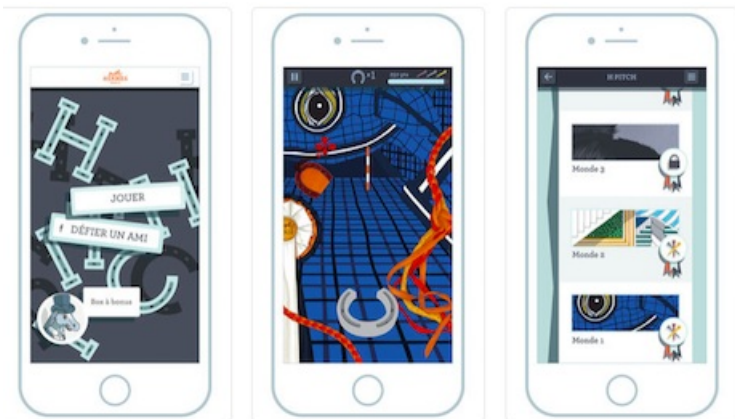


Ferrari's apparel line: all dressed for the Web. Image credit: Scuderia Ferrari

Ferrari's online store

Italian sports carmaker Ferrari has launched an online store for its Scuderia Ferrari apparel and accessories brand relying on the Yoox Net-A-Porter platform.

The site at <https://store.ferrari.com> will use Yoox Net-A-Porter's technology and logistics offerings with full customization such as on-site personalization that tailors content and products to customers. The win for Yoox Net-A-Porter comes soon after luxury conglomerate Richemont took full control of the ecommerce platform that powers some of the leading luxury brands' online and mobile operations ([see story](#)).



Herms looks mobile gaming. Image credit: Herms

Herms plays games

French leather goods house Herms is looking for a ringier via mobile gaming in an effort that aligns with its yearlong

mission to connect with consumers in a playful manner.

Each year Herms adopts a theme for its annual branding, and for 2018 it is looking to take on a more whimsical approach with a "Let's Play" moniker. Herms is taking a literal approach to its playful strategies with a mobile game that also incorporates its equestrian roots ([see story](#)).

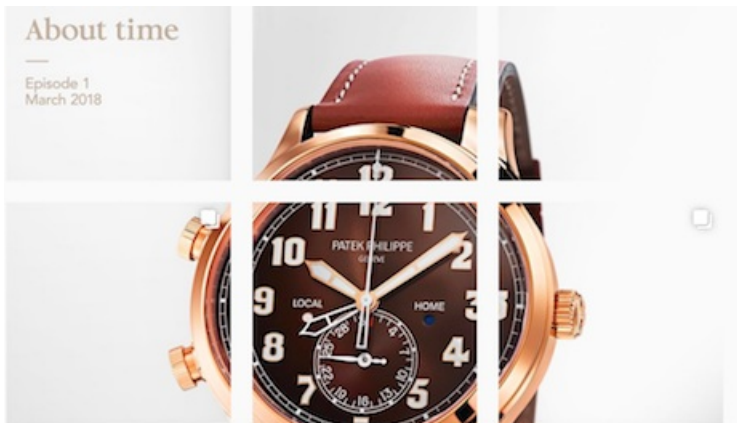


Mercedes-Benz fans will have to fight to win a new car. Image credit: Mercedes-Benz

Mercedes attention span test

German automaker Mercedes-Benz gave fans a chance at winning a free car during Super Bowl Sunday on Feb. 4 with a mobile game designed to test dexterity and endurance.

In a contest that the auto manufacturer called "Last Fan Standing," customers had to keep a finger placed on a moving Mercedes on their phone without lifting their finger off the screen. The brand banked on the increased spectacle of the National Football League championship game as well as customers' comfort with mobile games to drive up attention for its vehicles ahead of the big game ([see story](#)).



Patek Philippe launches an Instagram. Image credit: Patek Phillippe

Patek Philippe's social media play

Swiss watchmaker Patek Philippe is finally taking 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 is a 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](#)).



The New York Times' AR experience puts Olympic athletes wherever consumers are. Image courtesy of The New York Times

Ralph Lauren's athlete AR

U.S. fashion label Ralph Lauren gave consumers an up-close look at the prowess of Olympic athletes through a sponsored augmented reality experience.

Produced by New York Times journalists, the interactive content allows readers to walk around the figures of skaters and a snowboarder, highlighting their form. Marking the first time the media company has leveraged AR, this editorial effort aimed to provide a more immersive storytelling experience ([see story](#)).



Shangri-La spas will make use of Book4Time's new digital tools. Image credit: Shangri-La

Shangri-La's spa software

Shangri-La Hotels and Resorts has selected Book4Time as the exclusive provider of spa software throughout its more than 100 hotels.

The global hotel chain is working with the tech startup to introduce a number of new digital tools to streamline and improve its spa services around the world. The partnership is meant to improve customer experience as well as retention ([see story](#)).



Sotheby's new AR app gives customers a better look at what their homes could look like. Image credit: Sotheby's International Realty

Sotheby's visualization tool

Luxury real estate broker Sotheby's International Realty is leveraging augmented reality to give consumers the ability to visualize what a property would look like with various decor styles.

A new mobile application called Curate by Sotheby's lets users view a potential home through the lens of their phone and project desired furnishings, wall art and more within the space to see how it would look. Sotheby's International Realty (SIR) has been at the forefront of using digital tools to enhance the property-buying process, with Curate the next step in that strategy ([see story](#)).



Tod's Band brings together actors, singers, dancers and models from around the world. Image credit: Tod's

Tod's bands together

Italian fashion label Tod's has brought together a diverse set of young men from around the world to exemplify some of the core values of the brand.

The Tod's Band campaign sees the brand bringing together seven men from different backgrounds and countries to talk about their personal fashion and philosophies and how they relate to Tod's apparel. The video and photo series is meant to support Tod's idea that its Italian aesthetic is less about being literally in or from Italy and more about a state of mind ([see story](#)).