

MARKETING

## Top 10 multichannel marketing efforts of Q1

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Bameys' VR experience with Martha Graham. Image credit: Bameys New York

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Physical brand experiences today rarely exist in a bubble, with digital content and social media expanding the impact of marketing efforts.

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Multichannel marketing provides opportunities for brands to engage consumers in a variety of ways. From extensive installations to virtual reality content integrated into bricks-and-mortar environments, brands are increasingly blending the physical and digital.

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



Anya Hindmarch's Chubby Hearts over London is taking over some of the city's landmarks. Image courtesy of Anya Hindmarch

Anya Hindmarch's lofty love notes

British accessories label Anya Hindmarch penned a playful love letter to London on some of the city's landmarks.

The brand's weeklong "Chubby Hearts over London" project saw helium balloons attached to destinations such as Trafalgar Square and Piccadilly Circus. Timed to coincide with both Valentine's Day and London Fashion Week, the

campaign attracted attention as the fashion industry flocked to London.

Consumers were encouraged to follow the balloons and post their own photos on social media, extending the conversation around the hearts ([see story](#)).



*Barneys dances closer to consumers with new film. Image credit: Barneys.*

#### Barneys dances into stores

Department store chain Barneys New York is blending diversity, technology and art together in an immersive storytelling experience that brings the retailer closer to consumers.

"Mantle," a virtual reality video experience, features a diverse group of dancers from the Martha Graham Dance Company who range in age up to 80 years old. The 360-degree film is being featured at select Barneys stores on Samsung Oculus headsets to make a lasting impression on shoppers, which is a vital component to in-store marketing today ([see story](#)).



*Boucheron's Vendrama celebrates the brand's 160-year history. Image credit: Boucheron*

#### Boucheron's archival attraction

French jeweler Boucheron is celebrating its 160th anniversary with an exhibition dedicated to the history of the brand and its founder, Frdric Boucheron.

Boucheron's "Vendrama" experience is a portmanteau of the words panorama and Place Vendme, the street where the brand is headquartered, and features exhibitions from throughout the brand's 160 years of service. The exhibition focuses especially on innovation and the experimental new ideas pursued by Mr. Boucheron and the house he left behind after his death

Along with the exhibit, the brand produced digital content, extending its storytelling online ([see story](#)).



*Bulgari partners with a local Tel Aviv designer to produce limited edition headwear. Image credit: Bulgari.*

### Bulgari's airport engagement

Italian jeweler Bulgari is diving deep into culture, supporting a local launch with an interactive global campaign as consumers become more interested in heritage with travel.

Affluent travelers are looking for a more authentic experience when abroad, which means immersing themselves in the culture of their destination. As Bulgari launches a new perfume, the brand is working with a local designer for a worldwide social contest to tout the product in its Tel Aviv airport store in Israel ([see story](#)).



*Promotional image for Chanel Beauty House. Image credit: Chanel*

### Chanel's beauty community

France's Chanel encouraged consumers to embrace colorful cosmetics in a pop-up event.

Open from March 1 through 4, the Los Angeles Chanel Beauty House opened its doors to the public, allowing guests to try out its latest lip products. Increasingly, beauty brands are providing consumers with interactive experiences, taking discovery beyond the traditional counter consultation

Along with celebrating its most recent launches, the pop-up was also used to debut Chanel's new beauty-centric Instagram account in the United States. The @WeLoveCoco profile is intended to form a community of Chanel beauty enthusiasts through user-generated content ([see story](#)).



*Peter Rabbit has landed at Harrods. Image credit: Harrods*

## Harrods hops into film

British department store Harrods celebrated its role in the film "Peter Rabbit" through a multichannel effort aimed at all ages.

The London retailer opened its doors for the film's crew, becoming a character in the plot as the famous storybook protagonist pays Harrods a visit. Surrounding the U.K. premiere of the movie, Harrods teamed with Sony Pictures to bring the world of Peter Rabbit to life through windows, in-store activations and retail theater ([see story](#)).



*Lexus' 3D "Letters" installation. Image courtesy of Lexus*

## Lexus' love letters

Toyota Corp.'s Lexus is putting the focus on its people through a campaign that celebrates the impact its employees had on customers.

The automaker's "Letters" project centers on a visual installation by artist Michael Murphy, which turned clients' letters of gratitude into origami. In a corresponding advertising effort, Lexus is looking to make a comparison between the handcraft behind the art piece and its hands-on attention to detail in service ([see story](#)).



*Omega's pop-up in Paris sells the brand's Nato straps. Image credit: Omega*

## Omega's digital pop-up

Swiss watchmaker Omega is encouraging consumers to mix and match in a pop-up shop devoted to accessorizing its timepieces.

Located at 11 Rue Debelleye in Paris, the temporary storefront features an interactive screen through which visitors can explore and shop the brand's Nato straps. This first of its kind concept reflects the growing digitization of the watch business, as more brands embrace retail formats beyond bricks-and-mortar ([see story](#)).



*The hotel chain's new project puts distinct, memorable experiences at the forefront. Image credit: Ritz-Carlton*

### Ritz-Carlton markets memories

The Ritz-Carlton Hotel Company launched a new take on unique experiences with a global initiative to bring travelers the kinds of unique memories they will want to remember and share into the future.

The #RC Memories initiative sees the hotel chain bringing in collaborators and guests from across the world to all of its locations in an attempt to create unique, exciting experiences for customers, who will share those experiences online. In this way, The Ritz-Carlton is hoping to create a self-perpetuating marketing model in which one customer's experience serves as advertising to bring in more customers ([see story](#)).



*Selfridges' radical luxury window displays to start its campaign. Image credit: Selfridges.*

### Selfridges investigates luxury

British department store chain Selfridges is making it its mission to strengthen the definition of luxury in a society where almost everything can attain the coveted moniker.

Luxury brands are struggling to find themselves in today's climate, where quality goods are easily attainable and countless services and products are deemed as "luxury," even if the item is not on par with the standard, traditional definition of the characteristic. Selfridges feels the word has lost all meaning and is undergoing an investigation to determine what it means to be luxury today ([see story](#)).