

APPAREL AND ACCESSORIES

Bottega Veneta saw 9-point ad recall lift from Facebook-engineered campaign

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Bottega Veneta's new campaign came from a seven-day Luxury Hack. Image credit: Bottega Veneta

By DANNY PARISI

Italian fashion brand Bottega Veneta worked with Facebook for an experimental Luxury Hack, creating a completely digital and mobile campaign in just seven days with the help of specialists from the social network.

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The Luxury Hack was a week-long event by Facebook to help luxury brands advertise on its platforms. According to Bottega Veneta, the campaign created with Facebook led to a 9.3 point lift in ad recall for the brand.

"By leveraging Facebook's expertise on consumption habits on their platform, we were able to hone in on how we could tailor our creative and media strategy to best reach our target customer—with the goal of making Bottega Veneta a consistent presence on his or her radar," said Lisa Pomerantz, chief marketing officer of **Bottega Veneta**, New York.

Luxury Hack

Facebook and Instagram are two of the largest and most popular social media platforms in the world.

Today, as more customers do the majority of their shopping and interacting with the world either through or in tandem with social media, Facebook and particularly Instagram are more important than ever.

Facebook invited Bottega Veneta to a Luxury Hack, during which specialists from Facebook and Instagram were given seven days to work with Bottega Veneta to create a campaign for both platforms.



Bottega Veneta's new campaign was created in collaboration with Facebook. Image credit: Bottega Veneta

The brand leaned into its recent BVXNY campaign, which saw Bottega Veneta opening its largest store ever on Madison Avenue and temporarily moving its fashion show from Milan to New York for the year.

Facebook and Instagram's specialists took this idea and ran with it, creating a comprehensive digital campaign that ran across the two platforms.

The campaign produced a 9.3 percent video view rate, 1.7 times what Bottega Veneta's rate was in 2017.

Facebook and Bottega Veneta came up with a simple strategy: tease users with a short campaign and retarget with a longer video if they showed interest. Finally, the plan targeted viewers with a more comprehensive Instagram Canvas ad if they showed interest in the first two films.

Ad lift

Facebook working directly with brands should come as no surprise. The platform is looking to make sure its brand partners are as comfortable as possible, given recent changes to its data restrictions.

The Cambridge Analytica scandal has made Facebook so vigilant about protecting its users' information that it is cracking down on which third parties can access data.

According to TechCrunch, a number of third-party applications were suddenly made incompatible with Instagram after the Facebook-owned company abruptly changed access to its API. This development came just a few days after Facebook revoked its Partner Categories feature, which allowed brands and advertisers to target relevant users through Facebook and Instagram ([see story](#)).



Bottega Veneta targeted users with videos. Image credit: Bottega Veneta

Bottega Veneta's recent campaigns have been high quality, cinematic affairs, lending themselves well to Facebook's video-focused advertising model.

The Kering-owned label is capturing the many moods of its spring/summer 2018 collection in an anthology of films.

Ushering in a new format for its Art of Collaboration campaign concept, Bottega Veneta tapped a handful of cinematic artists for a series of six films surrounding its latest collection. Mirroring the shifting seasons, the effort centers on the subjects of renewal and reconnection ([see story](#)).

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