

MARKETING

Top 10 mobile marketing efforts of Q2 2018

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Tiffany celebrates a first with multichannel campaign and Elle Phanning debut. Image credit: Tiffany.

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Mobile has been a driving force within the digital revolution for marketers and retailers, opening many doors for innovation in the luxury world.

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This past quarter, luxury brands have created more sophisticated levels of customer service and content through the use of mobile. New storytelling platforms, greater connectivity, wearables and social media are a few of the ways marketers have been tapping mobile devices.

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



Bergdorf Goodman has released their first video on Instagram TV. Image credit: Bergdorf Goodman

Department store Bergdorf Goodman continued to embrace digital trends with the release of a short film that creates an intimate relationship with viewers through an authentic video style.

The film, which aired on Instagram's IGTV platform, playfully tells the story of two young women who break into the iconic New York department store one morning and explore. Since the vignette has a "home movie" quality to it, Bergdorf Goodman aims to appear authentic and relatable to Instagram's younger audience ([see story](#)).



Audemars Piguet revealed their new watch on Facebook. Image credit: Audemars Piguet

Swiss watchmaker Audemars Piguet tapped into Facebook's recently launched Live Photos capability to reveal its new releases in an innovative way.

Audemars Piguet shared Live Photos, similar to GIFs, on its Facebook page, encouraging consumers to press and hold their screens to see a new Audemars Piguet timepiece come into view. The evolving images require consumers to keep physical contact with their phones for the duration of the reveal, creating an engaging, active viewing experience among the watchmakers' audience ([see story](#)).



IWC takes to VR for interactive journey through the desert. Image credit: IWC.

Swiss watchmaker IWC Schaffhausen aimed to position itself as a pioneer in luxury marketing by rolling out a unique strategy in regards to virtual reality and digital film.

Actor Bradley Cooper starred in a choose-your-own-adventure storyline that brings users into IWC's setting through VR. From the point of view of a motorcycle driver, viewers can control their own narrative ([see story](#)).



Mercedes-Benz C Class is one of the models compatible with the adapter. Image credit: Mercedes.

German automaker Mercedes-Benz helped owners of its older models stay savvy with modern technology.

The range of digital services Mercedes offers as part of its Mercedes me application and program is now extended to older models. Through an adapter, older models are able to receive connected information similar to new models ([see story](#)).



Montblanc enters the future with a Smart Strap. Image credit: Montblanc

German watch brand Montblanc invested into the wearable trend, but in a unique manner that allows customers to keep their classic designs.

The new Twin Smart Strap is Montblanc's way of solving an issue plaguing the watch industry: how to cater to the tech world while keeping up craftsmanship and design. The strap resolves this by allowing users to attach their existing watch models to the smart band ([see story](#)).



Parmigiani Fleurier has launched a new augmented reality app. Image credit: Parmigiani Fleurier

Swiss watchmaker Parmigiani Fleurier used mobile to give consumers a behind-the-scenes look at the creation of its new collection, in a departure from traditional luxury timepiece strategies.

The watchmaker's first foray into augmented reality is the "Kalpa" application, which features watches from the eponymous collection. The luxury watch market has been slower to embrace AR technology than other industries, but with its growing use of digital, augmented reality is also seeing more adoption ([see story](#)).



Rolls-Royce drives into musical production. Image credit: Rolls-Royce.

British automaker Rolls-Royce created a playful music video with a surprising twist.

The marque has created a special video using its own vehicle as a musical instrument. "Dawn Inspired by Music" released at the Concorso D'Eleganza Villa d'Este on May 26, to embody the playful spirit of the Dawn model ([see story](#)).



Chloe Moretz for SK-II Bare Skin Project. Image credit: SK-II

Beauty marketer SK-II simultaneously touted its flagship facial treatment while also encouraging women not to feel as though they need to wear makeup in a multifaceted crusade for bare skin.

The #BareSkinProject from SK-II features six celebrities in a unique strategy that sees these women stripping off their makeup instead of piling it on. A series of short films and photography were released to help establish the notion that bare skin is beautiful ([see story](#)).



Ride-sharing app Grab sees investment from Toyota. Image credit: Grab

Lexus owner Toyota Corp. looked to up its mobility services, competing with contemporaries such as Audi, through its investment into Southeast ride-hailing service Grab.

The automaker invested \$1 billion in the Uber-like platform and plans on bringing a few of its executives into the company's management. According to Reuters, this has been the largest single investment into a ride-sharing platform yet ([see story](#)).

To start off a new direction for the U.S. jewelry brand, Tiffany & Co. took to the streets of New York in a series of cryptic marketing pushes that dramatize its recent launch.

Leaving fans and social media followers puzzled, Tiffany posted a series of mysterious texts throughout the week starting April 30 that allude to a comeback of its iconic blue, even including tweets written backwards. The mystery was a push for a New York takeover, where its famous blue will be appearing around the city in celebration of what Tiffany is calling its most significant collection launch since 2009 ([see story](#)).