

MARKETING

Top 10 social media efforts of Q2 2018

July 5, 2018



Audemars Piguet's new Cart Talk series. Image credit: Audemars Piguet

By DANNY PARISI

Social media has become the primary means of communication for brands and customers today.

Subscribe to **Luxury Daily**
Plus: just released
State of Luxury 2018 **Save \$246 ▶**

With Instagram, Snapchat, Facebook and the myriad other platforms available, brands have numerous means to communicate with customers on a more personal level than ever before. Brands that have made the most of social media have been rewarded with a deeper relationship with their customers and better brand loyalty.

Here are the top 10 social media brand efforts of the second quarter of 2018, in alphabetical order:

Swiss watchmaker Audemars Piguet is wasting little time jumping to leverage Instagram's new long-form video feature, as it hopes to establish a hub for golf fans.

With social media tools making content creation so accessible, brands such as Audemars Piguet are using this to their advantage to hold consumers' attention in ways unlike traditional advertising. As Instagram debuts its long-form video feature, allowing users to share hour-long content, Audemars Piguet is creating a new series centered around golf for its golf-specific account ([see story](#)).



Audi's in-car technology is focused on innovation. Image credit: Audi

German automaker Audi is delving into the in-car user interface of its latest vehicles through video.

The effort eschews flashy visuals or narrative in favor of a straightforward look at the innovative features included in some of Audi's high-end models. Luxury automobiles are often seen as equal parts lifestyle product and precise works of engineering, leading luxury auto brands to highlight the exact specifications of their products more than other sectors ([see story](#)).



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

Department store Bergdorf Goodman is continuing 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, airing 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](#)).



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

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.

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 ([see story](#)).



Furla's fall/winter 2018 campaign. Image courtesy of Furla

Italian fashion label Furla is taking a digital-first strategy for its fall/winter 2018 campaign by casting a handful of influencers as the spokesmodels for the season.

In the latest incarnation of its “The Furla Society” campaign concept, the social media personalities are invited by the branded club to join an event at a lavish Italian hotel. Through its use of influencers, Furla aims to make the campaign more accessible to consumers ([see story](#)).



Jose Mourinho is an ambassador for the XF Sportbrake. Image credit: Jaguar

Jaguar Land Rover recruited soccer legend Jose Mourinho to promote its new Jaguar XF Sportbrake car by surprising a group of schoolchildren while driving it.

Ahead of the FIFA World Cup, which begins June 14, Jaguar asked Mr. Mourinho, fresh off his win at the Europa League last year as the manager of Manchester United, to appear before a group of schoolchildren in the new car. There, he entertained the children, answering their questions about soccer and his thoughts on the World Cup ([see story](#)).



The collection debuted at Moschino's Coachella party. Image credit: Moschino

Italian fashion brand Moschino is partnering with fast-fashion giant H&M for an accessible collection designed by the label's creative director Jeremy Scott.

The partnership was revealed through an Instagram Live call from model Gigi Hadid to Mr. Scott on April 15. This collection marks the latest collaboration between the worlds of high-fashion represented by Moschino and fast-fashion represented by H&M ([see story](#)).



#LoveVivier track Parisian style through influencers. Image credit: Roger Vivier

French footwear and accessories label Roger Vivier is tapping into the opinions of influencers with a new book release.

“#LoveVivier” tells the brand’s story through the perspective of 17 online personalities. This tome is a mixture of analog and digital, bringing the opinions of Internet entrepreneurs to the page ([see story](#)).



Tod's digital pop-up combines editorial content and shopping. Image credit: Tod's

Italian fashion label Tod’s is partnering with Chinese social network WeChat and influencer Mr. Bags for a new digital pop-up shop.

The pop-up combines editorial content with shopping, allowing customers to learn more about the products and their creation before making the purchase directly through WeChat. The collaboration emphasizes not only the importance of ecommerce but also the continued crossover between European luxury and China ([see story](#)).



Waldorf Astoria has released its first digital-led campaign. Image credit: Waldorf Astoria

Hilton’s Waldorf Astoria Hotels & Resorts has launched its first digital-led campaign motivated by consumer insight data as rapidly-changing luxury travel trends shift how travel brands need to cater to affluent guests.

The “Live Unforgettable” campaign playfully highlights Waldorf Astoria’s commitment to service in three 15-second spots, with each storyline featuring the concierge helping to fulfill customers’ offbeat requests. Waldorf’s commitment to evolving its strategy around consumer insight with this campaign exhibits the necessity to adapt to the new normal for luxury travel brands, and using data to do so ([see story](#)).