

MARKETING

Top 10 digital marketing efforts of Q1 2018

July 9, 2018



Valentino is part of Alibaba's Luxury Pavillion. Image credit: Alibaba

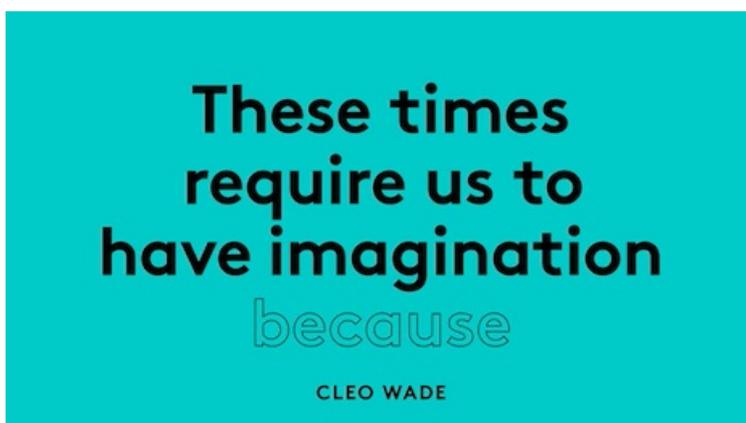
By SARAH JONES

Luxury is continuing to ease into ecommerce, leading brands to create new retail experiences through technology.

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From augmented reality pop-ups to real-time chat, luxury labels are finding ways to translate the in-store experience to digital formats. Beyond retail, marketers are finding new ways of engaging with consumers, whether through new media formats or branded content.

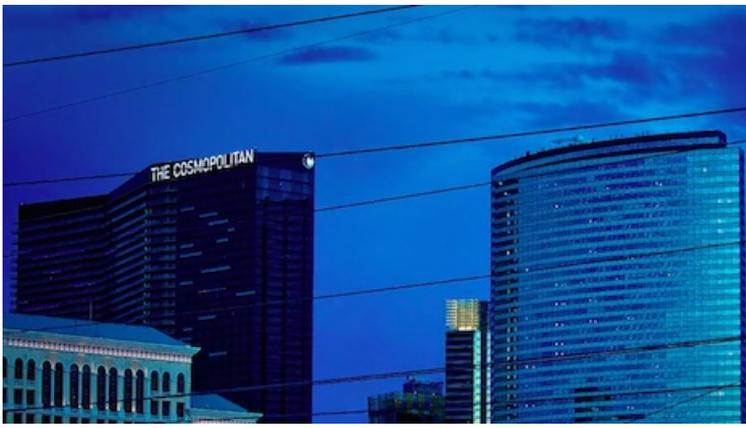
Here are the top 10 digital marketing efforts of Q1, in alphabetical order:



Barneys looks to podcasting for modernized approach. Image credit: Barneys

Department store chain Barneys New York added entertainment to its repertoire of offerings with a new endeavor.

Barneys is now taking on podcasting with a new series dedicated to a sophisticated, yet lively discussion. Fashion, culture, style and design are all topics covered in "The Barneys Podcast," launching on May 2 ([see story](#)).



The Cosmopolitan's chatbot users spent 30 percent more than non-users. Image credit: The Cosmopolitan

When The Cosmopolitan hotel in Las Vegas was looking for ways to leverage digital tools to encourage guests to explore the property, it hit on an idea: creating a virtual guide with sass and personality.

From this decision came Rose, a chatbot with a witty and irreverent personality that has helped drive up engagement and retention among The Cosmopolitan's customers. At Forrester's annual Consumer Marketing event in New York on April 6, an executive from the hotel walked attendees through the development of Rose and how the artificially intelligent guide has helped the hotel improve customer experiences ([see story](#)).



Hublot's Digital Boutique aligns online and offline commerce. Image credit: Hublot

Swiss watchmaker Hublot unveiled a digital boutique that aims to make the online shopping experience more compatible with what customers would see when going into a physical store.

The Hublot Digital Boutique allows any customer the ability to discuss the intricacies of different products with Hublot sales associates in real time, just as they would if they went into the store. The digital boutique is part of a larger trend in physical retail that sees brands more closely integrating their online and offline experiences ([see story](#)).



Jean Paul Gaultier's JeanPod campaign centers on its perfumes. Image credit: Jean Paul Gaultier

French fashion label Jean Paul Gaultier echoed the rise in voice assistants with the debut of an imagined artificially intelligent helper.

The house's "JeanPod" video series saw actress Rossy de Palma asking an artificially intelligent speaker questions about everything from what to wear to how to take a better selfie. With the brand's typical humorous tone, the content combined entertainment with promotion of its Classique and Le Male perfumes ([see story](#)).



Marriott International is partnering with Amazon for Alexa for Hospitality. Image credit: Amazon

Global hospitality group Marriott International is harnessing voice technology partnering to provide a more interactive guest experience at properties including St. Regis Hotels, as luxury travel offerings become more advanced.

Marriott International is introducing Amazon's new Alexa for Hospitality artificial intelligence platform to a limited number of hotels starting this summer. In rooms outfitted with Amazon Echo virtual assistant devices, guests can ask the voice assistant for hotel information, request guest services, play music in their room and more ([see story](#)).



Ndelible will connect millennials with luxury brands. Image credit: Newsweek

Newsweek bet big on branded content as it debuts a new fashion and lifestyle vertical aimed at millennials.

Notably, the vertical will not be supported by advertising in the traditional model but will instead be supported entirely with branded content sold directly to luxury marketers. Ndelible has already secured partnerships with influencers, celebrities and luxury brands such as Tag Heuer ([see story](#)).



Palace Resorts' experience tests aspects such as dining. Image credit: Palace Resorts

All-inclusive chain Palace Resorts offered consumers a hands-free way to explore its properties.

Developed by Expedia Group Media Solutions, Palace Resorts' "Never Lift a Finger" campaign used eye-tracking

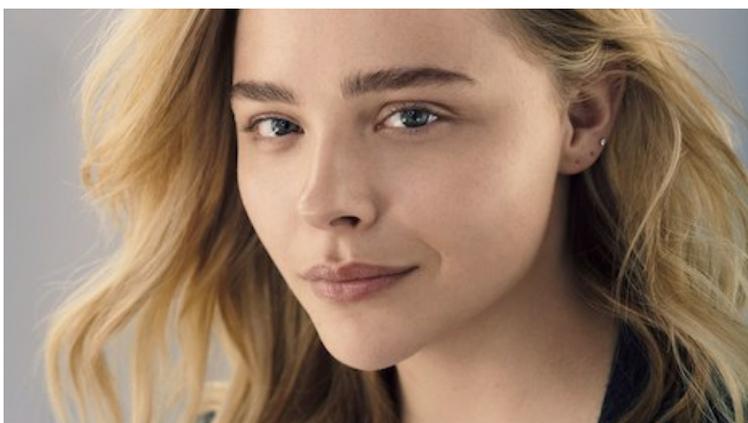
technology to guide prospective guests to their ideal property within the Latin American group. Along with offering a novel digital browsing experience, the effort translated Palace Resorts' high level of service to the research and booking phase of their experience ([see story](#)).



Rmy Martin's new app was designed in collaboration with Matt W. Moore. Image credit: Rmy Martin

French cognac brand Rmy Martin expanded its mobile offerings for customers with the launch of an application focused on art and augmented reality.

The new app is called ARt by Rmy Martin and allows customers to use augmented reality to overlay imagery and art onto their surroundings. The app was designed in partnership with visual artist Matt W. Moore, who helped Rmy Martin create the imagery and aesthetics ([see story](#)).



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

Beauty marketer SK-II is simultaneously touting 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 will be released to help establish the notion that bare skin is beautiful ([see story](#)).

Italian fashion house Valentino teamed up with Chinese ecommerce giant Alibaba for a new virtual reality retail experience.

The joint effort took the form of a virtual store, which is a representation of a real Valentino pop-up shop that customers can explore in virtual reality. Valentino created the virtual experience to promote its new line of Garavani Candystud bags ([see story](#)).