

MARKETING

Top 10 multichannel marketing efforts of Q2 2018

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Tod's Band brings together women of varying ages. Image credit: Tod's

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Omnichannel is vital for retailers and marketers to serve the modern consumer, and luxury brands are taking this to heart.

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Cross-channel campaigns with multi-tiered levels give luxury brands the capability to reach a widespread audience for a variety of needs. These luxury marketers have become more sophisticated with their multichannel offerings.

Here are the top 10 multichannel marketing efforts of Q2, in alphabetical order:



Bulgari's film following the women's motorcycle group. Image credit: Bulgari

Jeweler Bulgari looked to the film industry to help empower Italian women to break the mold in partnership with the Tribeca Film Festival.

The Italian brand has been named the "official jeweler of the Tribeca Film Festival," and is releasing two original short films to complement its partnership. The sponsorship launch was the beginning of a three-year relationship ([see story](#)).



Creative Director Silvia Venturini Fendi's daughters appear in Peekaboo campaign. Image credit: Fendi.

Italian fashion house Fendi looked inside its own family to celebrate the 10-year anniversary of its Peekaboo bag, in a move that celebrated heritage and the strong relationship between brand and consumer.

Fendi's "Me and My Peekaboo" effort spotlighted creative director of menswear and accessories Silvia Venturini Fendi and her daughters, capturing their individual relationships with the Peekaboo handbag. Through a series of short videos and content on social media, each discusses her personal thoughts on the bag ([see story](#)).



Galleries Lafayette's "Music Machines" will be up for a month and a half. Image credit: Galleries Lafayette

French department store chain Galleries Lafayette ushered in festival season with an immersive celebration of music in all forms.

Galleries Lafayette's "Music Machines" campaign spanned pop-ups, live concerts, workshops and a contest, engaging consumers through sights, sounds and experiences. Bricks-and-mortar retail is increasingly leveraging experiences that go beyond the commercial to surprise and delight shoppers ([see story](#)).



Givenchy's Gentlemen films. Image credit: Givenchy.

French fashion house Givenchy ignited interest in a men's fragrance by proving that a true gentleman always finds the right words.

"The New Gentlemen" is Givenchy's campaign devoted to its Gentleman Givenchy fragrance, launched last fall. Reinventing the campaign in a unique and masculine yet poetic manner, the label shared a series of short films

featuring men finding the right words ([see story](#)).



World Land Rover Day looks at its historic past. Image credit: Land Rover.

British automaker Land Rover gathered its fans around screens in a special effort that followed the evolution of not only its brand but also the content shift from television to the Internet.

In honor of World Land Rover Day, the brand celebrated its 70-year birthday with a special broadcast on its YouTube channel. Various content throughout a multitude of channels supported the new holiday and its broadcast ([see story](#)).



Retailers that focus on innovation and rethinking conventions will get ahead. Image credit: Nordstrom.

Department store chain Nordstrom joined the fight for greater size inclusion in fashion, pressuring brands to do the same.

Nordstrom has undergone a series of initiatives to help offer wider ranges of sizes in its stores and online, even including a digital tool that provides a convenient way to find accurate sizing. New signage and marketing tools help direct shoppers to brands with larger sizes, while custom mannequins have been made for Nordstrom stores to include up to size 12 ([see story](#)).



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

British department store chain Selfridges further established its commitment to the study of luxury's transformation by commissioning a short documentary film.

As part of its Radical Luxury campaign, Selfridges launched a film created by photographer Norbert Schoerner. The 60-second film touches on new themes in luxury and how the industry has changed, similarly to the the multichannel campaign of the same name, taking Selfridges' ideas to the big screen ([see story](#)).

Italian fashion label Tod's gathered diverse personalities in art and fashion to reveal the contrasting sides of their characters as they struggle to conduct themselves without phones.

As part of the Tod's Band campaign, the footwear brand created a band of tastemakers whose shoes tell a different story than what they say out loud. In a new vignette, Tod's touches on a subject that many young women think of today while struggling with its complexities ([see story](#)).



TCS World Travel expands digital offering and expeditions. Image credit: TCS

Private jet tour operator TCS World Travel adapted to the new wave of travel and evolving affluent consumers' need in a new repositioning.

Starting with a newly redesigned digital platform and partnership with Travelopia, TCS looked to create a high-touch travel experience. More strategic partnerships within the luxury realm and expanded jet expeditions supports its movement forward ([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](#)).