

MARKETING

Top 10 digital efforts of Q3 2018

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Portrait created by GAN. Image credit: Obvious

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Digital has become such an integral aspect of marketing and connecting to consumers that the luxury business has used technology to flourish with new ideas and methods of retailing and branding.

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Luxury marketers and retailers are leveraging digital channels for a variety of innovations beyond simply sharing videos and images. Visual search, virtual ambassadors, podcasts, augmented and virtual reality and online-only product launches are a few of the methods through which luxury brands are taking advantage of digital offerings.

Here are the top 10 digital efforts of the third quarter, in alphabetical order:



Audi shares special Snapcodes with Brighton users. Image credit: Audi

German automaker Audi used Snapchat in a scavenger hunt-type campaign to promote its personal contract plans.

In a film on YouTube, Audi showed off its fun campaign in which it surprised citizens of Brighton, England with their own personal vehicle for a day. The film uses common themes from Snapchat, such as one of its common font options, and helps show that any consumer can own an Audi through its PCP ([see story](#)).



Balmain's album artwork concept for its summer song. Image credit: Balmain

French fashion house Balmain played on the close relationship between music and summer with its own release to embody the perfect summer vacation.

Balmain turned music producer with the track "Addicted to You," which reflects creative director Olivier Rousteing's excitement leading up to his summer vacation in Mykonos. As many who work in fashion and luxury take off during summer months, the label is hoping to bring all these individuals who are celebrating the last days of summer with its dance mix ([see story](#)).



Balmain's latest CGI models Margot (left) and Zhi (right), together with Shudu Gram. Image credit: Balmain

The French fashion house Balmain was also the latest luxury brand to cast computer-generated models in its marketing, pointing to a growing trend of virtual ambassadors.

Taking inspiration from the diverse members of the "Balmain Army," the label tapped photographer Cameron-James Wilson to create a series of images featuring a trio of 3D models. While an unexpected move for traditional luxury houses, more are turning to virtual models to take advantage of their striking looks and extensive followers ([see story](#)).



British Vogue is putting an eye on beauty. Image credit: Steve McQueen

Cond Nast's British Vogue explored the impact that a person's looks can have on their life through its first podcast.

"Appearances" kicked off Aug. 6 with a talk between model Adwoa Aboah and director Steve McQueen. Podcasts

have been gaining ground in luxury marketing as brands seek new forms of storytelling ([see story](#)).



Burberry 24-hour product releases. Image credit: Burberry

British fashion label Burberry shared limited-editions from its momentous collection via 24-hour product releases.

As part of Riccardo Tisci's first collection for the brand, special pieces were available for a limited 24 hours from a series of releases. Making it more innovative, for the first time the label has created a bespoke digital selling experience in which products will be available through social media ([see story](#)).



Chloe radio releases in English and French. Image credit: Chloe

French fashion label Chlo took on a new strategy in an effort to keep up with modern entertainment consumption by debuting a different take on podcasting.

"Chlo Radio," the first podcast for the brand, was introduced leading up to its spring 2019 runway show to excite fans. Each episode of the podcast is timed at about 20 minutes, but what makes this show unique is that Chlo is also leveraging IGTV for the initiative, sharing shorter segments on the video platform in hopes to gain a wider audience ([see story](#)).

Auction house Christie's brought a modern technology into a veteran industry, as it became the first to sell a piece of art created by a digital rather than human artist.

Christie's has now become the first auction house to offer artwork created by an artificial intelligence solution, says the company. The move brings AI into yet another sector in a seemingly surprising creator role, possibly shifting the AI and art industries, but some experts believe its only use is to show what the data solution can do ([see story](#)).



Gucci's AR app. Image Credit: Gucci

Italian fashion label Gucci used mobile technology to help consumers decorate their spaces with items from its newest homeware collection.

With the Gucci mobile application, users can use an augmented reality feature to virtually personalize their space with pieces from the new Gucci Decor collection. Luxury brands have begun to embrace AR as a way to bridge the gap between digital and physical retail experiences ([see story](#)).



Louis Vuitton's Twist handbag. Image credit: Louis Vuitton

French fashion house Louis Vuitton enhanced its mobile shopping experience through an updated application.

Among the additions to Louis Vuitton's app is visual search, which enables consumers to snap a handbag or garment that catches their eye in a magazine or on a passerby to find it in the brand's catalog. Mobile has become an important channel for reaching luxury consumers, enabling brands to engage with their clients anywhere they are ([see story](#)).



Moncler is promoting its Genius collection through sponsored content. Image credit: Moncler

French-Italian label Moncler promoted its latest Genius collection through a sponsored story that explores the potential bonds between man and machine.

A paid content campaign by *The New York Times*' marketing division T Brand Studio showcases Kei Ninomiya's Moncler designs on humanoid robot Sophia and actress and musician Ryan Destiny. Reflecting the conceptual

nature of the Genius series, the marketing initiative aims to make the audience contemplate ([see story](#)).

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