

MARKETING

Top 10 social media efforts of Q3 2018

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Gucci starts its beauty Instagram account with works of art. Image credit: Gucci/Baert Gallery

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Social channels have become such a prevalent force in luxury marketing that brands are becoming more sophisticated with their offerings.

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Videos, music, influencers and artificial intelligence are some of the ways in which these marketers are leveraging social media to connect with users. Campaigns across the Internet are using Facebook, Instagram and Snapchat to better spread awareness.

Here are the top 10 social media 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.

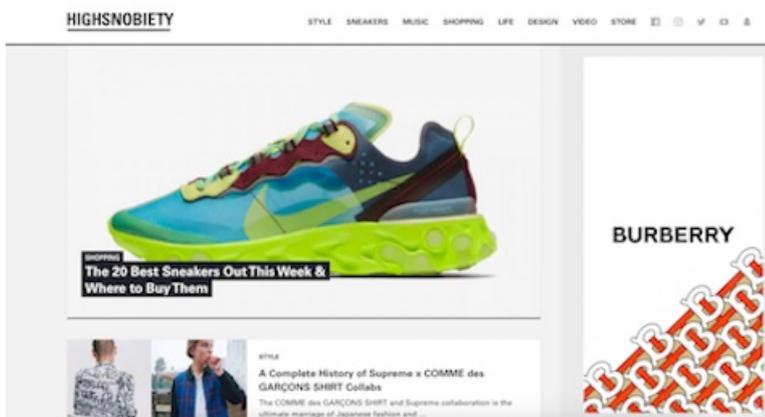
In a recent film on YouTube, Audi showed off its fun campaign in which it surprised citizens of Brighton, England with their own personal vehicle for a day. The film uses common themes from Snapchat, such as one of its common font options, and helps show that any consumer can own an Audi through its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



Burberry hacks Highsnobiety's publication

As British fashion label Burberry has undergone a number of dramatic changes since chief creative officer Riccardo Tisci has taken over, his first fashion show debuted with an extensive approach to marketing in streetwear style.

Burberry took modern, interactive approaches to marketing for its spring/summer 2019 collection, including a takeover of high-end streetwear digital hub Highsnobiety. The day of the label's first runway show under the guidance of Mr. Tisci saw a variety of out-of-home initiatives around the globe and Burberry branding of the media platform's digital and print publications ([see story](#)).

Burberry also 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 has taken 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 will be 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](#)).



Dolce & Gabbana's Devotion handbag is the star of media-produced content. Image credit: Dolce & Gabbana

Italian fashion label Dolce & Gabbana promoted its Devotion handbag line with help from magazine media.

In a digital push for the collection, Dolce & Gabbana called in talent from publishing group Cond Nast and Hearst's *Elle* magazine, asking them to interpret the handbags. As consumers grow increasingly skeptical of advertising, brands are turning to native partnerships for efforts that are less overt ([see story](#)).

Italian fashion label Gucci emphasized its beauty division with a dedicated Instagram, after largely keeping its makeup line off social media in recent history.

As brands started to recognize the massive potential of Instagram in the beauty sector, Gucci has launched a special page only for its beauty brand. The @GucciBeauty account debuted with an original start, spotlighting important works of art to exhibit Gucci's creative director's unique idea of beauty ([see story](#)).



McLaren brings consumers into its films. Image credit: McLaren

British automaker McLaren used online video to bring consumers deeper into its brand by creating a call to action that could lead to a reward.

As an extension of its "The Edge is Calling" campaign, McLaren hoped to make a larger impact with its advertising, allowing viewers who can crack a code to apply for a contest. Six winners were selected to get a one-of-a-kind experience to drive the automaker's new 600LT model ([see story](#)).



Michael Kors will retain complete creative control over the look and feel of the online store. Image credit: Michael Kors

Fashion label Michael Kors made a major move to court more Chinese consumers by launching its first full store on popular Chinese social media application WeChat.

The boutique functions as a kind of mini-app within the larger WeChat platform. Using this model, Michael Kors is one of the first luxury brands to have its own full-fledged store with complete control on one of the most widely used social media platforms in China ([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](#)).



Piaget shows off its pieces for a summerescape.

Swiss jeweler Piaget released a variety of short vignettes that capture styles of its pieces and how they can embrace different personalities depending on the situation.

Within a series of episodes, Piaget showed off its jewelry in a range of video clips. Different themes such as Summer Escape, Day to Night and Make a Statement exhibit the pieces in different scenarios ([see story](#)).

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