

LUXURY DAILY AWARDS

## Inviting nominations for the 2018 Luxury Daily Awards

November 27, 2018



*Solid base for honors*

By SARAH JONES

*Luxury Daily* is inviting nominations for the most prestigious luxury awards handed out annually: Luxury Marketer of the Year, Luxury Retailer of the Year, Luxury Digital Marketer of the Year, Luxury Agency of the Year, Luxury Publisher of the Year, Luxury Researcher of the Year and Luxury Personality of the Year.

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The 2018 honors will acknowledge outstanding consumer-focused strategic, tactical and creative thinking by luxury brands, luxury retailers, luxury-focused agencies, luxury publishers and luxury-oriented researchers for work done in calendar year 2018. The winners will be announced in December.

"What stands out this year from luxury marketers' efforts is the first-innings push to meld store with digital while maintaining the aura of exclusivity," said Mickey Alam Khan, editor in chief of *Luxury Daily*, New York. "Some brands and retailers have seen early success by speaking the language of evolving luxury consumers, while others are hesitant to step up to boldness."

This year's Luxury Marketer of the Year will have a tough act to follow. **Tiffany & Co. was 2017 Luxury Marketer of the Year. Gucci was 2016 Luxury Marketer of the Year. Giorgio Armani was 2015 Luxury Marketer of the Year and Louis Vuitton was 2014's winner. Chanel was 2013 Luxury Marketer of the Year, Cartier was the 2012 winner and Burberry the year before that.**

For last year, **Nordstrom was declared 2017 Luxury Retailer of the Year. Net-A-Porter and subsidiary Mr Porter shared honors as 2016 Luxury Retailer of the Year. Neiman Marcus was 2015 Retailer of the Year and Selfridges was 2014's winner. Harrods was named 2013's Luxury Retailer of the Year. Barneys New York was 2012 Luxury Retailer of the Year and Bergdorf Goodman the 2011 winner.**

Criteria for Luxury Marketer of the Year

Nominations for Luxury Marketer of the Year require the following: a 500-word write-up in a Word document making the case for why the luxury brand's advertising, marketing and media efforts for 2018 made it a candidate for the award.

The nomination document should include the brand's strategic thinking for the year, tactics and campaigns deployed, execution and, if possible, the sharing of any results. The use of multichannel marketing is a plus.

Please include the chief marketing officer's name and email and phone details for the executive or his or her PR person. The document should also have two quotes from the CMO, one on what drove marketing strategy in 2018 and, two, what challenge was the brand's marketing meant to address in 2018.

Five high-res color jpegs (200dpi and up) and links to any videos showcasing the luxury brand's best marketing for the year should be attached along with the Word document.

Previous years' winners are eligible for the award.

#### Criteria for Luxury Retailer of the Year

Nominations for Luxury Retailer of the Year require the following: a 500-word write-up in a Word document making the case for why the luxury retailer's advertising, marketing, media and retail efforts for 2018 made it a candidate for the award.

The nomination document should include the retailer's strategic thinking for the year, tactics and campaigns deployed, execution and, if possible, the sharing of any results. The use of multichannel marketing and retailing is a plus.

Please include the chief marketing officer's name and email and phone details for the executive or his or her PR person. The document should also have two quotes from the CMO, one on what drove marketing and retail strategy in 2018 and, two, what challenge was the brand's marketing and retailing efforts meant to address in 2018.

Five high-res color jpegs (200dpi) and links to any videos showcasing the luxury retailer's best marketing and retail outreach for the year should be attached along with the Word document.

Only companies in the primary business of luxury retail are eligible for this award. Previous years' winners can enter for the award.

#### Criteria for Luxury Digital Marketer of the Year

Nominations for Luxury Digital Marketer of the Year require the following: a 500-word write-up in a Word document making the case for why the luxury brand's digital advertising, marketing and media efforts for 2018 made it a candidate for the award.

The nomination document should include the brand's strategic digital thinking for the year, tactics and campaigns deployed, execution and, if possible, the sharing of any results. The use of digital within the multichannel context is a plus.

Please include the chief marketing officer's name and email and phone details for the executive or his or her PR person. The document should also have two quotes from the CMO, one on what drove digital marketing strategy in 2018 and, two, what challenge was the brand's digital marketing meant to address in 2018.

Five high-res color jpegs (200dpi and up) and links to any videos showcasing the luxury brand's best digital marketing for the year should be attached along with the Word document.

Previous years' winners are eligible for the award.

#### Criteria for Luxury Agency of the Year

Nominations for Luxury Agency of the Year require the following: a 500-word write-up in a Word document making the case for why the luxury-focused ad agency's advertising, marketing and media services for high-end luxury clients made it a candidate for the award.

The nomination document should include a minimum three examples of successful advertising and marketing efforts for luxury clients, reflecting strategic thinking for the year, tactics and campaigns deployed, execution and, if possible, the sharing of any results. The use of multichannel marketing and retailing is a plus.

Please include the agency CEO's name, email and phone details for the executive or his or her PR person. The document should also have two quotes from the CEO, one on what drove the agency's marketing and retail strategy for the cited luxury clients in 2018 and, two, what challenge these advertising and marketing efforts meant to address in 2018.

Six high-res color jpegs (200dpi) and links to any videos showcasing the luxury-focused agency's best marketing

and retail outreach for the year should be attached along with the Word document.

Previous years' winners are eligible for this award. Multichannel marketing agencies as well as digital-focused agencies are eligible to enter, but their submitted work has to be for high-end luxury clients.

#### Criteria for Luxury Publisher of the Year

Nominations for Luxury Publisher of the Year require the following: a 500-word write-up in a Word document making the case for why the luxury media brand's focus on luxury advertising and marketing for 2018 made it a candidate for the award.

The nomination document should include a minimum six examples of successful advertising and marketing campaigns for luxury brands and retailers, reflecting strategic and creative thinking for the year, tactics deployed, execution in media and, if possible, the sharing of any results. The use of multichannel advertising and marketing across print, online and mobile media is a plus.

Please include the publisher/chief revenue officer's name, email and phone details for the executive or his or her PR person. The document should also have three quotes from the publisher, one on what drove the media house's advertising and marketing strategy for the cited luxury brand and retailer clients in 2018; two, what challenge these advertising and marketing efforts meant to address in 2018; and, finally, how the media brand stayed true to its luxury publishing roots versus competition.

Six high-res color jpegs (200dpi) of ads and links to any videos showcasing the luxury-focused publisher's best ads for the year should be attached along with the Word document.

Previous years' winners are eligible for this award. Magazine and newspaper publishers are eligible to enter, as are digital-only media and multichannel publishers, the overall requirement being that they have to be entirely luxury-focused.

#### Criteria for Luxury Researcher of the Year

Nominations for Luxury Researcher of the Year require the following: a 500-word write-up in a Word document making the case for why the market researcher's luxury research for 2018 made it a candidate for the award.

The nomination document should include the researcher's strategic thinking for the year, with elaboration on the research undertaken to serve luxury marketers in their understanding of market, competitor and consumer behavior. For forward-looking research, proof of the forecasts' vindication is welcome.

Please include the CEO's name and email and phone details for the executive or his or her PR person. The document should also have two quotes from the CEO on what made the 2018 research to invaluable to luxury clients versus competitors' studies and, two, how did the research help shape client or market decisions in 2018.

Links or PDFs to five pieces of luxury research for 2018 should be attached with the Word document.

Previous years' winners are eligible for the award. Researchers focused on multichannel or digital marketing and media are also eligible to enter.

#### Criteria for Luxury Personality of the Year

Nominations for Luxury Personality of the Year require the following: a 500-word write-up in a Word document making the case for why the luxury brand executive or creative leader's actions and leadership in 2018 made it a candidate for the award. This award is open only to executives from luxury brands and luxury retailers.

The nomination document should include a description of the candidate's actions, with key examples of the strategic thinking and decision-making that made a difference this year for the luxury brand or company as well as the overall luxury business.

Please include the candidate's name, title, company and contact details, if possible, as well as the PR person's contact details. Also, please include two quotes from peers or direct reports on why the candidate is eligible for the Luxury Personality of the Year for 2018.

Links to articles or Web pages as proof of work should be included in the submission.

Previous years' winners are eligible for the award.

#### Who to send and by when

All emails with the 500-word nominating document, high-res color jpegs of creative executions or research PDFs or

links to them should be send to *Luxury Daily* at [news@napean.com](mailto:news@napean.com).

Please indicate the category submitted in the email's subject headline by saying, for example, "2018 Luxury Marketer of the Year entry" or "2018 Luxury Publisher of the Year entry."

The *Luxury Daily* editorial team will judge the submissions along with its own nominations from campaigns and marketing, retail and research work covered in the publication this year.

Entries will be judged purely on merit with the focus on outstanding strategy, tactics, creative, execution and results, if disclosed or known.

All nominations should be in by 5 p.m. ET on Wednesday, Dec. 5.

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