

MARKETING

Gucci is 2018 Luxury Digital Marketer of the Year

December 19, 2018



Gucci's spring summer campaign for 2018 features an interactive art gallery. Image credit: Gucci.

By STAFF REPORTS

Italian fashion label Gucci is Luxury Daily's 2018 Digital Marketer of the Year for its ability to hold the short attention span of the current digital consumer.

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Gucci won over first runner's-up Audi and honorable mentions Jaguar and Sephora. All these brands have dedicated their strategies to procuring sleek and engaging digital strategies to become leaders in their sectors.

The Luxury Marketer of the Year award was decided based on luxury marketing efforts with impeccable strategy, tactics, creative, executive and results. All candidates selected by the Luxury Daily editorial team and from reader nominations had to have appeared in Luxury Daily coverage this year. **Judging was based purely on merit.**

Dominating digital

Gucci was named one of the three 2017 Momentum Award winners by SimilarWeb in the retail category, the only luxury brand to be so recognized.

Gucci joins Uniqlo.com and Stitchfix.com as leaders in the online world of retail, based on the company's algorithm measuring online traffic and engagement metrics.

Throughout 2017, Gucci's Web traffic more than doubled, going from 1.8 million site visits in January 2017 to 4.2 million visits in December 2017 a 130 percent increase in Web traffic overall (**see story**).

Gartner L2's Digital IQ Index also ranked Gucci at the top (**see story**).

Not only does the brand have one of the largest followings online, but it continually works to engage its audience with increasingly interactive content that never strays from its brand. Everything the label puts out is inherently Gucci while also looking to the future.

The label also received the most digital earned media of any luxury label in January 2018 thanks to its collaboration with a well-known beauty blogger.



Gucci made Jeffree Star custom luggage. Image credit: Jeffree Star

Gucci gifted influencer and makeup entrepreneur Jeffree Star with a set of custom pink luggage, and the personality drove \$1.6 million in earned media as he posted about his experience with the brand. In recent months, Gucci has been topping Tribe Dynamics' rankings of earned media, showing the marketing and word-of-mouth impact of the brand's buzzy moves ([see story](#)).

There are many reasons for Gucci's success online, which ranges from collaborations to campaigns, from ecommerce to omnichannel.

For instance, a series of eccentric characters embodied a recent campaign for Gucci in which it highlighted the obsessiveness that comes with art collecting.

A variety of imagined characters, who are collectors of arts and artifacts, posed as the subject for a series of short clips and still photography online. The content acts as a unique look at individuals who are passionate about their collections in the style of a documentary, but it is completely fabricated with an unmistakable Gucci aesthetic ([see story](#)).

In a drastically different online campaign, Gucci tapped into the popularity of personalized avatars and mobile communication by being the first brand to partner with a new platform.

Users of the mobile application Genies, which integrates avatar-to-avatar communication with artificial intelligence, are able to dress their avatars with luxury apparel from Gucci ([see story](#)).



Gucci CEO Marco Bizzari. Image courtesy of Genies Inc.

The label is keen on integrating popular themes that are grabbing consumers' attentions. It recently 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 this fall with an original start, spotlighting important works of art to exhibit Gucci's creative director's unique idea of beauty ([see story](#)).

As consumer calls for brand transparency increase, Gucci also launched a new platform to share stories of its corporate social responsibility with the public.

Debuted on June 5 in honor of World Environment Day, Gucci Equilibrium is a microsite that delves into the brand's efforts regarding people and the planet. Gucci intends for the platform to reflect the balance of aesthetic and ethical purposes that drive its strategy ([see story](#)).

Digital avenues have also paved the way for Gucci to take risks in new endeavors without extensive risk that could be associated with jumping right in at bricks-and-mortar level.

For instance, Gucci and Net-A-Porter entered into a new category together online.

Marking the women's wear ecommerce site's first foray into children's wear, Gucci sold clothing for kids through a six-week pop-up on Net-A-Porter. High-end children's fashion is a lucrative business, leading many brands and retailers to appeal to parents with designs for youngsters ([see story](#)).

Gucci also brought a customization program online for the first time in May, expanding what was previously only a bricks-and-mortar experience to a wider audience.

Launched May 10 as an ecommerce exclusive, Gucci DIY offer centered on the brand's Ophidia tote and Ace sneakers. Customization offers consumers the chance to express themselves in a branded fashion, allowing them to blend personal style with house codes.

For this iteration of Gucci DIY, the brand is taking a digital approach. Exclusively through Gucci.com, consumers are able to interact with a tool that enables them to virtually view their design as they make choices ([see story](#)).



Gucci is creating a digital experience for its DIY program. Image courtesy of Gucci

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

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

Gucci has also excelled in omnichannel pushes. The brand brought an in-store campaign for spring/summer 2018 to life in a move that strongholds the innovative mindset of bringing offline and online together.

The label used works of art from Spanish artist Ignasi Monreal to turn its stores around the world into interactive art galleries. Consumers will be able to take pieces of the artwork home with them in a variety of ways through Gucci's mobile microsite and various spring/summer initiatives ([see story](#)).

First runner's up - Audi

German automaker Audi has flexed its extensive digital muscles this year with engaging video content that creates an engaging community of fans.

For instance, Audi took its ability to thrill drivers off the road in an episodic series that dramatizes the release of a new vehicle.

The automaker took on a role as filmmaker with a five-part series online that takes the form of a television show rather than advertisement ([see story](#)).



Image credit: Audi

In a similarly action-packed digital film, Audi demonstrated how its vehicles can act as retreats from drivers' hectic lives in a dramatic short.

In "Escape," Audi spotlights the Audi A8's technology and innovative amenities, instead of just focusing on the driving experience. The short video continues the Audi tradition of using storytelling in its campaigns, weaving a comedy-infused story of a chase ([see story](#)).

Audi also offered a dramatized sneak peek at its design and engineering process in a filmic campaign.

Using a security guard as a guide, Audi examines the breadth of testing that goes into its vehicles. While the automaker is known for its emotive campaigns, these short films delve more into the marque's innovation and craftsmanship ([see story](#)).



Image credit: Audi

The German automaker showed off its omnichannel skills using 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](#)).

Additionally, Audi handed consumers the keys to its new A8 with an exclusive interactive print advertisement in the latest issue of travel magazine *Departures*.

A four-page insert in the November/December edition showcases the distinctive taillights of the Audi A8, which can be controlled with a special key FOB. Although print media is on the decline, the long shelf life still makes magazine ads a worthy investment for luxury brands ([see story](#)).

Honorable mentions - Jaguar, Sephora

Jaguar demonstrated how its newest vehicle is pushing the boundaries of technology through a collaboration with singer-songwriter Dua Lipa.



Dua Lipa is the face of the new campaign. Image credit: Jaguar

Ms. Lipa test drove the all-electric Jaguar I-Pace, and the data captured by Jaguar's software was used to create a remix of her newest song, "Want To." To further engage fans through co-creation, Jaguar is encouraging them to create their own remixes and share them on social media ([see story](#)).

LVMH's Sephora continued its streak as an innovator in customer personalization, topping the ranks of Sailthru's Retail Personalization Index for the second year in a row.



Thanks to the retailer's commitment to putting consumers' wants and needs first coupled with its streak in innovation, Sephora earned 13 points higher than last year on the index ([see story](#)).