

MARKETING

## Traditional media not dead, influencer bubble will not burst

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*Launchmetrics believes the "influence funnel" is key. Image credit: Alexander Wang*

By BRIELLE JAEKEL

NEW YORK As luxury brands learn how to cater to their likely future consumers without alienating their existing customers, they need to think about different voices instead of different channels.

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Many experts and brands talk about eliminating silos within consumer-facing marketing, but during the Women in Luxury 2019 conference, Launchmetrics' chief marketing officer Alison Bring offered a solution. According to the marketer, brands should tap one metric to evaluate how their strategies are working and use it to create specific voices to drive reactions from their customers.

*Women in Luxury 2019 was produced by Luxury Daily, with venue sponsor UBS*

Driving media impact

Despite what many may think, Ms. Bring noted that influencers are gaining in strength, but the loudest voices might not always be the most powerful.



*Barnes spotlights influencers like @your.gal.shan on its blog. Image credit: @your.gal.shan*

Many times niche influencers elicit more trust than celebrity voices.

"Influencers are a bubble that isn't going to burst," Ms. Bring said. "You have to figure out how to incorporate these tastemakers in a way that's right for your brand."

The CMO also explained that traditional media is still greatly pivotal for luxury brands, but it is about how they are interacting with consumers.

For instance, *Vogue* may publish an article in its September issue but support it with a complementary piece on its digital site and social media campaigns. Brands can leverage all these mediums.

Owned media is also an often overlooked category. Many brands will repurpose a print campaign on Instagram and have these accounts managed by interns as a secondary thought.

This tactic is detrimental to a brand. Meanwhile, leveraging owned media more thoughtfully can have significant positive impacts for brands.



*Vogue is one of Cond Nast's publications. Image credit: Cond Nast*

For instance, during fashion week, Victoria Beckham took her show from its typical New York setting to London. The brand tapped its owned media channels to elicit excitement around the move, and it paid off with Victoria Beckham earning \$10 million in media impact value, according to Launchmetrics.

Ms. Bring argued that owned media should be its own division, with marketers focused on a beginning, middle and end.

#### Media mentions

While social media and digital forms of advertising are becoming a greater part of luxury brands' strategies, traditional media still plays a part in the West.

In Asia, social influencers are even more important than in Western culture, because of consumers' distrust of brands and reliance on peers and influencers, said the chief strategy officer at Launchmetrics. In a discussion at the New York Times International Luxury Conference on Nov. 13, he explained how platforms such as WeChat and Weibo soar in China, as these consumers seek an increasingly integrated life ([see story](#)).

Labels as diverse as Michael Kors, Fendi and Christian Dior successfully managed to juggle both traditional and social media to get the most mileage out of their respective fashion weeks.

While brands at New York Fashion Week focus more on influencer engagement, mainstays at Paris Fashion Week still rely on traditional media to reach the masses. Brands that find the right mix of voices can maximize their impact and earn millions in media exposure, according to data from Launchmetrics ([see story](#)).

"There is an urban legend that traditional media is dead," Ms. Bring said "That said, how traditional media interacts with the customer has changed.

"That's why you are seeing that the share of voice has changed, but the value it brings to brands has increased," she said.