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EDUCATION

Launchmetrics, TikTok team up to support academic research program

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The platforms are supporting a new luxury technology master's program at the Universite Cote d'Azur. Image credit: Universite Cote d'Azur

By LUXURY DAILY NEWS SERVICE

Brand performance cloud Launchmetrics and video-sharing platform TikTok have announced a new partnership with the Universite Cote d'Azur and the city of Cannes to create an academic and research collaboration focused on luxury tech entrepreneurship.

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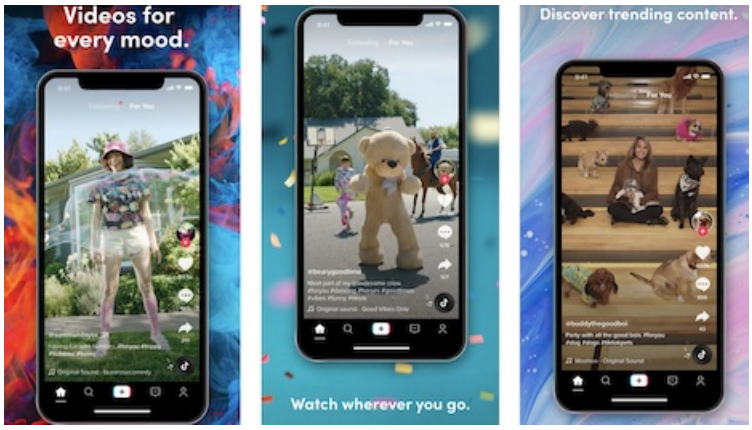
When the world recovers from the pandemic and businesses turn to new mediums to connect with their customers, creators and "affluencers" will be pivotal in driving success in today's economic climate, according to Launchmetrics. This new global research and innovation program will target the analysis of affluent consumers who also influence the shopping and buying behaviors of others.

"There is no doubt that the luxury landscape has changed over the past year and luxury marketing has changed with it, requiring new methods and new approaches to reach the modern consumer," said Michael Jais, CEO of Launchmetrics, in a statement. "I'm proud to say that Launchmetrics will be bringing our industry-specific insights and data, to create the industry's most relevant educational program alongside the Universite Cote d'Azur and the City of Cannes.

"Thanks to our collective strength, we can make a significant contribution to the world's educational recovery as we prepare the future business professionals of tomorrow."

Luxury Tech Riviera

The new program will take a scientific approach that combines artificial intelligence, deep learning, predictive analysis, nowcasting, semantic web, customer analysis, behavioral economics and emotions.



TikTok has grown exponentially since the start of the COVID-19 pandemic. Image credit: TikTok

The collaboration will launch with a master of science program in luxury tech entrepreneurship and affluencer management at the Universite Cote d'Azur commencing this October.

The partnership will also draw on the institution's knowledge in academia, the City of Cannes' resources, Launchmetrics' industry expertise and TikTok's experience in working with the modern consumer, bringing together global professionals to organize field projects and research collaborations with companies like TikTok and LVMH.

Recently, Launchmetrics launched a digital street style initiative, helping brands and influencers bring street style content back to social media amid the COVID-19 pandemic.

The platform partnered with Digital Brand Architects to encourage influencers to submit and syndicate their street style images, even as most runway shows and fashion presentations remain primarily digital. Content from influencers shared on social media, particularly Instagram, has provided luxury brands with a significant share of Media Impact Value in the past (see story).

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