

INTERNET

## Marc Jacobs taps into consumer-curated content for holiday campaign

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By RACHEL LAMB

Fashion house Marc Jacobs Intl. is trying to connect with consumers through its MarcFam campaign that encourages consumers to share images and videos of their holiday experiences with a chance to receive branded prizes.

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**Luxury Daily**

The campaign encompasses user- and brand-curated images that are released into social media, email and Web site outlets. If consumers check in on foursquare or add an image with the hashtag #MarcFam to Twitter or Instagram posts, they have a chance to win items from Marc Jacobs.

“Marc Jacobs Intl. is a brand full of eccentricities,” said Daniel Plenge, digital and social master at [Marc Jacobs Intl.](#), New York. “Through our social channels, our fans reach out to us in ways that reflect our own eccentricities.

“We hear their stories and see their photos that illustrate those stories,” he said. “For the holiday season, we wanted to connect with people by making a collage of images in a fun and easy way.”

All in the family

Marc Jacobs launched an all-encompassing photo album today that was built by the

brand's fans.

Users can tag Twitter, foursquare and Instagram photos with #MarcFam to get the images added to the photo album found at <http://marcfam.marcjacobs.com>.



### *Tweets for #MarcFam*

Consumers will vote on the images and the most-liked photos can win Marc Jacobs items.

Another component of the campaign is video, which comprises 70 Marc Jacobs employees exchanging, unwrapping and opening gifts while singing, dancing and laughing. These videos are available on the branded YouTube channel.

### *#MarcFam campaign video*

Furthermore, each product used in the video is labeled with its price and name.

Each of these videos has been released in email blasts along with additional still images of the video and the product featured.



*#MarcFam email*

Social-savvy

Marc Jacobs often uses social media to engage consumers.

Since this medium specializes in sharing and social interaction, it is one best applied with branded personality.

Actually, creating and nurturing a brand personality should be the focus for luxury brands involved in social media ([see story](#)).

Marc Jacobs certainly does do this.



*#MarcFam Instagram image*

For example, there are numerous pictures of creative director Mr. Jacobs and brand president Robert Duffy together at events and in stores so that consumers can be up-to-date with brand goings-on.

What is more is that both personalities add personal posts and messages to branded social media pages.

This is because social media is more than just content, it is about defining a lifestyle.

“We love integrating social media into our business as a way of fostering relationships with our customers online,” Mr. Plenge said. “In this case, #MarcFam takes those online relationships offline and into the real world.

“Marc and Robert visit our stores very often and meet fans while traveling,” he said.

“People always mention to them how fun it is to look through the current World of Marc Jacobs section of our Web site and see charity events, book signings at our BookMarc stores and runway show photos.

“The #MarcFam project let's people add to the world of Marc Jacobs on their own terms.”

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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