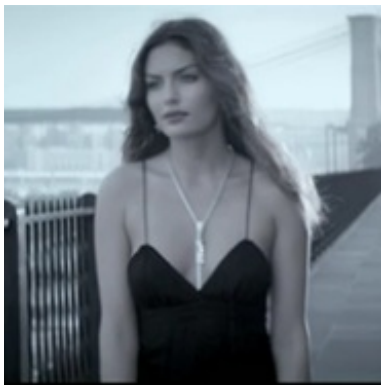


INTERNET

Why are jewelry brands obsessed with video?

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By KAYLA HUTZLER

Luxury jewelry brands seem to be creating and releasing video content every few weeks. This is likely a smart move since video has the ability to inspire emotion more so than traditional marketing.

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Video ads can be placed on Web sites, on branded outlets and in mobile devices, helping to increase label awareness and quickly relay a branded message. Cartier, David Yurman, Tiffany & Co. and Van Cleef & Arpels have all recently been using video to help inspire emotion and drive sales through stories of love and romance.

“The power of sight, sound and motion [in a video] draw the target consumer into the story, capturing their attention far better than other forms of storytelling,” said Art Zeidman, president of [Unruly Media](#) in the United States, New York.

“We're seeing an increase in the use of video by just about everyone in the business of selling luxury goods,” he said.

“As video consumption becomes an ubiquitous activity across all device platforms, I am sure that jewelers will, along with others in the luxury space, take greater advantage of this powerful medium.”

Story selling

Video works particularly well for jewelry brands because luxury jewelry is often a considered purchase bought to mark a special occasion such as an anniversary, holiday or birthday.

Indeed, video ads can engage almost all of a consumer's senses, allowing them to be fully engaged with a brand for the duration of the video.

By using sight, sound and motion, a marketer can spark emotion in a consumer and help associate the brand with feelings of love and celebration in the minds of consumers.

Additionally, by sparking memories and emotions, branded videos can become personal to consumers.

"We see deepest consumer engagement in video that does just that, telling a story about people, emotionally connecting the user to brand, product and story," Mr. Zeidman said.

"The more pronounced the storytelling, the more people want to consume, comment on, recommend and share video," he said.

The amount of emotion that can be found in a 30-second video clip is incomparable to a print or out-of-home ad.

Therefore, it is easy to see why so many luxury jewelers have been producing video content and that they should continue to do so.



Van Cleef & Arpels

Video star

Indeed, a number of luxury jewelry brands have been using video recently to help increase brand recall, grow their social media fan bases and drive sales.

The latest video from Tiffany & Co.

For example, Tiffany used a video for its holiday campaign that shows a couple wearing Tiffany jewelry as they dance, run and show affection toward one another in a snowy New York.

Additionally, Van Cleef & Arpels partnered with Hearst's Elle magazine to create a three-part video series that features branded products in a love story geared towards young, urban consumers ([see story](#)).

Also, David Yurman released a Fall 2011 campaign video along with its images this year that featured models talking on their mobile phones among various New York trademarks such as in a yellow taxi, under street scaffolding, near the Brooklyn Bridge and in Times Square ([see story](#)).

The models are clad in chunky David Yurman bracelets, cuffs, rings, necklaces and earrings.

To help increase the reach of branded videos, luxury marketers should consider placing them in banner ads and optimizing them for mobile play as well, per Mr. Zeidman.

"In-banner video is a good first step," Mr. Zeidman said. "Typically, this kind of ad requires a user to take action, or click-to-play, so there's an expression of user intent to consume the video content, making it much more valuable than an ad that plays automatically on page load."

In addition to proper placement, a video should focus on the people and not the products to be successful.

Videos must have a well-thought-out plot and story before they are produced and used in advertising campaigns.

"Use video for its most powerful attribute: tell a good story," Mr. Zeidman said. "I've seen companies in the luxury goods category fall into the trap of making their products the star of the content, rather than the story itself."

“It may be gratifying to the ego to make a great video about your product, but people want a story and will engage more deeply if the product is a featured component of a good story,” he said.

Final Take

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