

INTERNET

## Luxury brands ushered in the New Year with social video

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By KAYLA HUTZLER

Luxury brands such as Chanel, Marc Jacobs and Tag Heuer used video and social media when ushering in the New Year and stay top-of-mind.

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Affluent consumers are likely paying more attention to luxury brands during the holidays than other time of the year. Therefore, it is simply not enough for marketers to key in on the gift-giving holidays but also to express messages for the New Year as well.

“The holidays are the most important time of year, especially for retailers, because they generate a majority of their sales revenue during that time of year, which truly determines their end-of-year,” said Dalia Strum, president of Dalia Inc., New York.

“As long as the message that brands and companies are getting across through their marketing is cohesive, it's always a value-add to focus on additional details,” she said.

“Especially when it comes to communicating with their customers through various social media outlets.”

Gold star

French fashion empire Chanel released a well-wishing video late last week through a microsite found at <http://wishes.chanel.com> that was posted on the brand's Facebook

page.

The video features the brand's signature double C logo in gold against a black background.

First, the double C logo multiplies and separates into rows that appear to be hanging from each other and twinkling as light passes over them.

The design is similar to the one that has been used on marketing mailers and store displays this fall (see story).

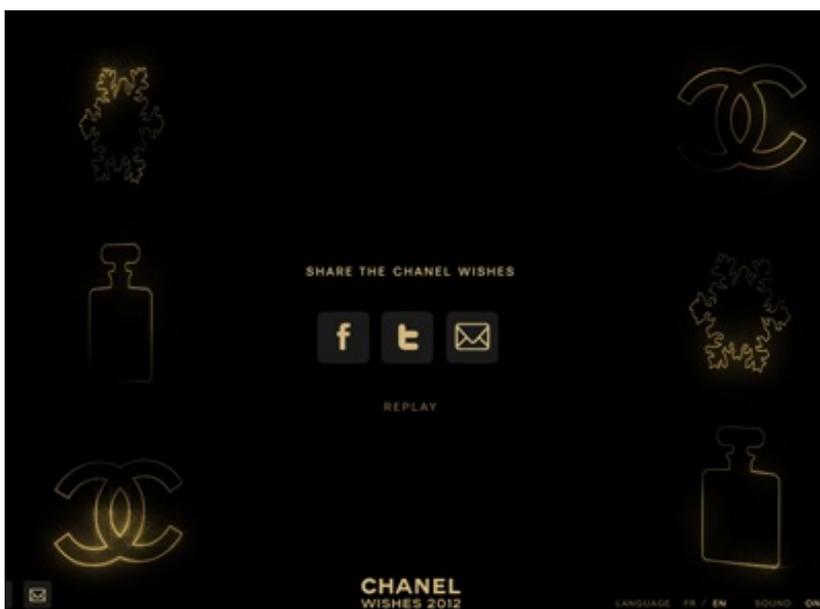
The numerous logos then arrange back into a large double C and transform into rows of snowflakes which then burst to fill the screen with sparkling gold dots.

The dots separate to reveal "wishes you" and then rearrange to form rows of perfume bottles.



Continuing in a similar pattern the dots in the bottle rearrange to read "a happy new year" in alternating black-and-gold sparkling hues.

The video ends with an invitation to "share the Chanel wishes" where viewers can click on icons to send the video to friends via Facebook, Twitter and email.



Counting down

Fashion house Marc Jacobs Intl. reinforced its consumer-curated holiday campaign with a branded New Year video as well.

Marc Jacobs sent an email to its newsletter subscribers asking them to celebrate the New Year with #MarcFam.

The hashtag was an integral part of its holiday campaign, which asked consumers to take pictures of themselves and post them on the brand's social network.

The video features Marc Jacobs employees jumping around in mounds of colorful tissue paper, blowing noisemakers, wearing New Year's Eve accessories and holding champagne bottles.

The background of the video is white boxes with black letters that spell out Marc Jacobs.

*Marc Jacobs posted the video on YouTube*

Additionally, Swiss watchmaker Tag Heuer also used video to wish fans well in 2012.

The brand used its social media outlets to spread its New Year microsite found at <http://wishes.tagheuer.com>.

Tag Heuer's video does not appear to be a holiday-themed video at first glance.

In the video, various watch gears and pieces come together to quickly form a reptile that is clinging to a green branch and eats a mechanical fly.



Text appears on the screen saying, "Everything can change in a 1/1000th of a second. Tag Heuer wishes you 31,622,400,000 prosperous thousands of seconds in 2012.

Tag Heuer posted the microsite link on its Facebook page at

<http://www.facebook.com/tagheuer>.

“The Tag Heuer video was interesting and more importantly engaging for viewers,” Ms. Strum said. “This is extremely important when it comes to sharing across various platforms as well as social networks, which could lead to becoming a viral video.

“By reassembling various components of Tag Heuer watches, they were able to create an interactive video which literally brought a watch to life,” she said.

Final Take

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