

MARKETING

Influencers are key to effective CNY marketing

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Tiffany & Co honored Chinese New Year with a limited edition series. Image credit: Launchmetrics

By NORA HOWE

Lunar New Year is one of China's biggest celebrations and provides ample opportunities for the luxury sector to succeed with many brands turning to capsule collections and influencer relationships.

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Luxury brands across a multitude of sectors have long been capitalizing on the magnitude of this holiday to increase sales, and Launchmetrics reveals how influencers play a part in brand successes. During a LinkedIn live session hosted by Launchmetrics on March 8, marketing experts discussed top-performing Chinese New Year campaigns from Gucci, Tiffany & Co. and Versace, as well as where Chinese consumers are engaging the most.

"Brands that are really successful look at the funnel now, not just as a traffic funnel, but as a customer funnel building up a data pool of prospective clients or followers," said Michel Tjoeng, senior vice president of sales and marketing at [Chat Labs](#), London.

"You combine all that data, and then convert them to your own brand accounts," he said. "Then, every time you do a campaign, you can actually activate your own database as well as use the reach of influencers to grow that overall pool."

Launchmetrics measured engagement and media impact value (MIV) from platforms Weibo, WeChat, Xiaohongshu (RED), Douyin and Bilibili during the period Jan. 1-Feb. 8, 2022.

Brands celebrate

Italian fashion house Gucci honored the Year of the Tiger with a specially curated capsule collection and corresponding campaign.

In celebration of the Year of the Tiger, the brand introduced Gucci Tiger: a selection of ready-to-wear apparel and accessories, for both men and women, featuring various renditions of the animal. A reinterpretation of a 1960s design by Vittorio Accornero, the new pastel print shows a tiger against a colorful backdrop of foliage ([see story](#)).



The Gucci Chinese New Year collection featured tigers in a bright palette. Image courtesy of Gucci

According to Launchmetrics, the brand garnered \$34.48 million in MIV from the campaign and received 7.5 million views and 4.85 billion impressions.

Gucci collaborated with more than 2,000 influencers to promote the campaign, 14 percent of which are top-tier and 24 percent of which are microinfluencers.

Most of the participating influencers created posts showcasing the collection, while Gucci also generated impact value through its tiger preservation messaging.

LVMH-owned jeweler Tiffany & Co. launched a limited-edition series to celebrate the holiday, which generated \$5.22 million in MIV.

The brand collaborated with 815 influencers for its campaign, 9 percent of which are top-tier and 26 percent of which are microinfluencers, and generated 4.3 million views and 683.5 million impressions. Tiffany also tapped Olympic skier Eileen Gu for a campaign.

"For Tiffany last month, [Ms. Gu] probably generated more than \$3.5 million in MIV," said Kim Leitzes, managing director of APAC at Launchmetrics. "Even though she has less than 5 million followers, her top post had around two million comments, so just an incredible community there behind her."

Italian fashion house Versace kicked off celebrations for the Year of the Tiger with an all-out new year gala.



Versace celebrated the Lunar New Year in style. Image credit: Versace

In an inviting and lively short film, acrobats, dancers and an Olympian showcase the Versace Lunar New Year capsule collection. The campaign offered peak entertainment by celebrating both the holiday as well as various luxurious items from the new collection ([see story](#)).

Versace collaborated with 495 influencers to participate in this campaign, 24 percent of which are top-tier and 26 percent of which are microinfluencers. The brand received 8.4 million views and 926.2 million impressions.

Leveraging platforms

When it comes to marketing, any brand can develop a creative campaign, but their returns will come from utilizing the right platforms.

"The best channel for attribution and measurement is, by far, WeChat because it is an open platform," Mr. Tjoeng said. "Brands can get data through a user's WeChat internal ID I can see your behavior, what you click on, what you

don't click on.

"All of this is tied to the same identifier, whereas marketplaces and some of the other social media platforms are far less open because their business model is advertising," he said. "With WeChat, only about 15 percent of revenue comes from advertising, as opposed to Meta where it is about 98 percent advertising."

Luxury brands have also been integrating WeChat into their business operations, such as conversations between sales associates and prospective clients, and can track exactly when and where conversion is happening.

"It's important to log interest and where people are coming from so that the next associate that deals with a customer can seamlessly pick up from previous conversations, regardless of whether they were present," Mr. Tjoeng said.

"It is super useful from an attribution perspective, but also for the [customer] experience."

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