

MULTICHANNEL

Tiffany makes true love tangible with user-curated photo gallery

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By RACHEL LAMB

Jeweler Tiffany & Co. is bringing true love to life in the latest installment of its What Makes Love True microsite and application where photographers and eventually consumers are uploading candid photos that signify what true love means to them.

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Luxury Daily

The Sartorialist and known street-style photographer Scott Schuman and his girlfriend Garance Dore have been taking candid pictures of couples in New York and Paris and posting them on the Web site to embody true love. Starting Jan. 25, consumers will be able to upload their own pictures and are encouraged to filter them using the Instagram application and with in-store photo booths.

"Selling product benefits is, today, a failed strategy," said Chris Ramey, president of Affluent Insights, Miami. "Tapping into your prospect's deep-seated values and emotions is key.

"Tiffany understands this marketing evolution as well as anyone," he said. "Emotive selling connects neurologically to consumers who are disinclined to buy more stuff.

"This is the new reality for selling luxury."

Mr. Ramey is not affiliated with Tiffany, but agreed to comment as an industry expert.

Tiffany was not able to respond before press deadline.

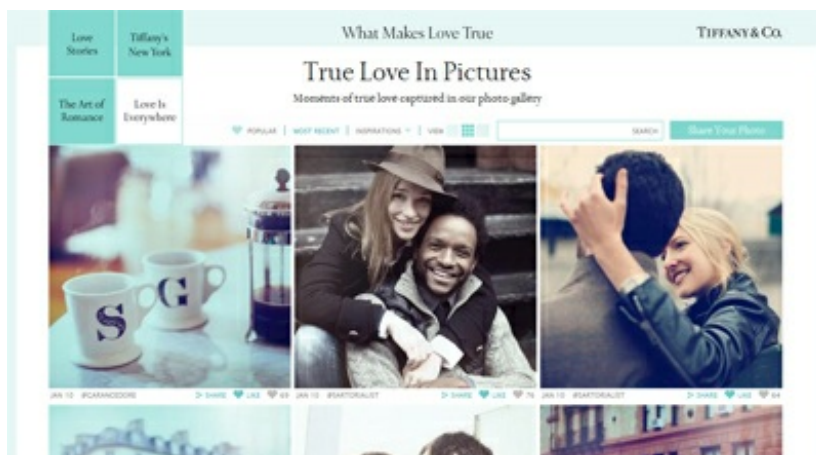
Picture perfect

The True Love in Pictures section of the What Makes Love True microsite can be found at <http://www.whatmakeslovetrue.com>.

What Makes Love True has four sections: Love is Everywhere, The Art of Romance, Tiffany's New York and Love Stories.

True Love in Pictures is found in Love is Everywhere.

Clicking on the link to the photo gallery will lead consumers to pictures taken by Ms. Dore and Mr. Schuman that have been filtered using exclusive filters such as Tiffany Blue on Instagram.



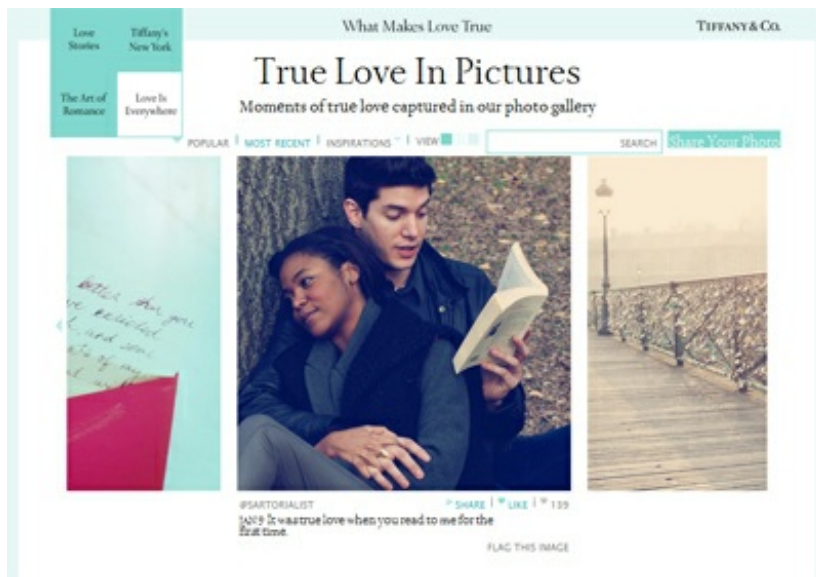
True Love in Pictures homepage

The images taken by the photographers express what they think true love means to them.

There are pictures of couples sharing blankets, riding bicycles and walking the streets but also of intimate notes, personal articles of clothing and romantic locations in New York and Paris.

Consumers can view the images as most popular, recent or all on the same page.

Clicking on an image will enlarge it and consumers can use the arrows on either side of the photo to flip through the collection.



True Love in Pictures photogallery

There are also text snippets underneath each photo, presumably from the couples pictured in the photos or from Mr. Schuman and Ms. Dore.

Starting Jan. 25, consumers will be able to submit photos via the site or through their phones using the dedicated hashtag #truelovepictures on Instagram.

Some of the pictures will be chosen for the Instagram gallery.

Tiffany has already started the process by asking users to upload images with the theme “you’re my true love because....”

To add to the customer-curated trend, Tiffany is setting up photobooths in select stores around the world so that consumers can come in and have their pictures taken with a chance to be selected to appear in True Love in Pictures.

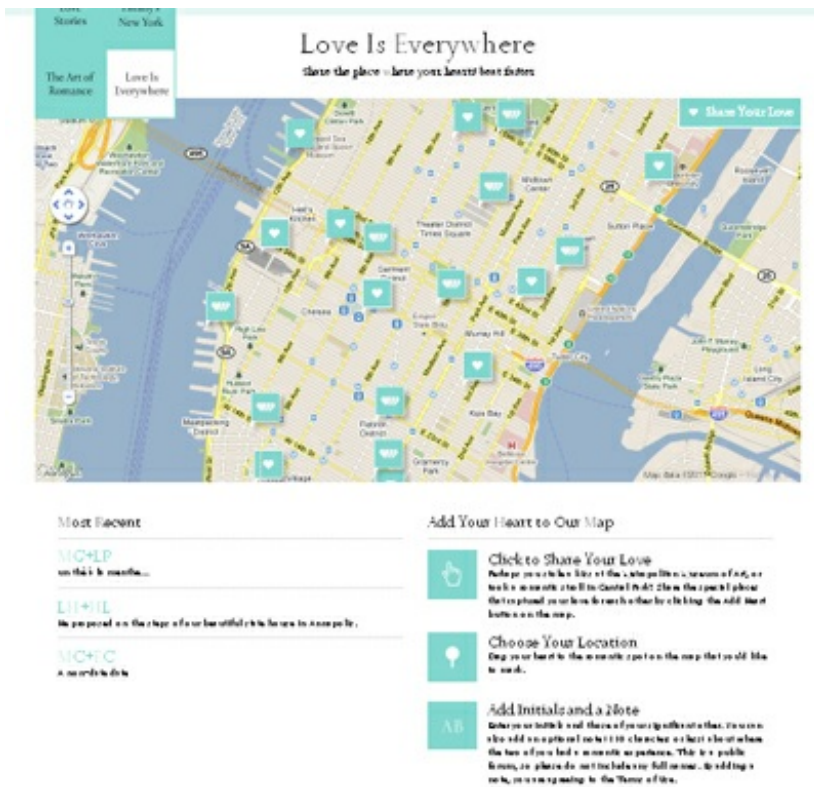
Love is in the airwaves

Tiffany is not just selling products, but an entire lifestyle.

Indeed, the brand has put a lot of work into its What Makes Love True campaign.

What Makes Love True shows real-life videos, stories and curated customer content mixed with romantic movies and songs. What Tiffany did was create an environment that epitomizes the branded lifestyle.

What Makes Love True shows stories and videos from Tiffany customers on how the couples met and fell in love. There are also sections for curated content from consumers to share love stories and a map where consumers can pinpoint a place in New York where a monumental relationship moment occurred.

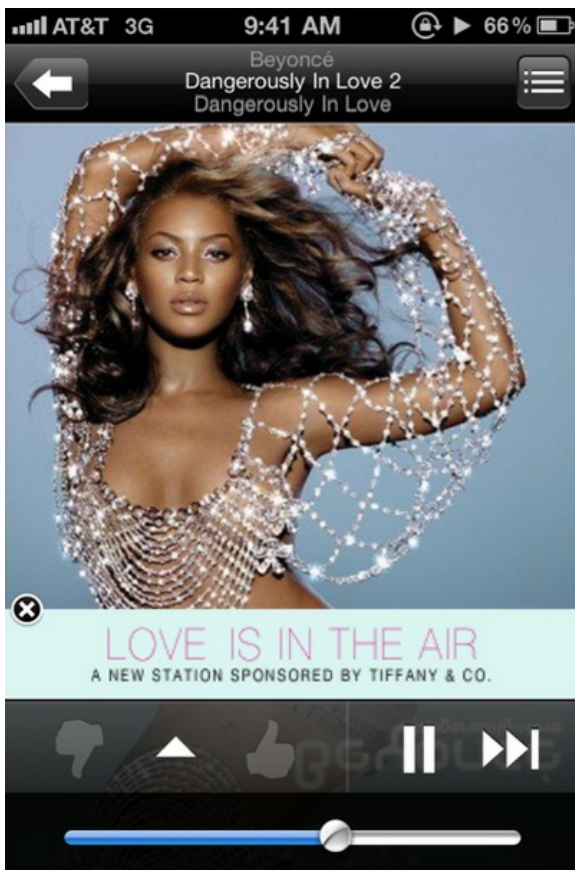


True Love map of New York

Furthermore, users can browse through love songs, romantic films and lounges and bars in New York to spend time with that special someone.

To add to the marketing, Tiffany created its own channel on the Internet radio service provider Pandora that was a list of all love songs from artists such as Jack Johnson, Beyonce and Train.

Consumers were served an ad on Pandora's iPhone app where they could click to download the app.



Tiffany's station on Pandora

The jeweler also marketed What Makes Love True through its Web site, social media pages and additional iPhone and iPad apps.

What Makes Love True intertwined Tiffany and the idea of true love, likely allowing the brand to increase sales on its most famous product – the engagement ring.

"Affluent consumers understand love," Mr. Ramey said. "It is the most natural and desired of all emotions.

"These new tactics are a continuation of Tiffany's long term strategy selling love," he said. "It is unique, distinctive and personal."

Final Take

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