

ADVERTISING

Bloomingdale's, Harrods gear up for Mad Men premiere via multichannel marketing

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By TRICIA CARR

Marketers such as Estée Lauder, Jaeger-LeCoultre, Bloomingdale's and Harrods are aligning with hit television series "Mad Men" to offer consumers a taste of the 1960s-era lifestyle through print campaigns and product lines to leverage themselves on the show's success.

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Bloomingdale's and Mercedes-Benz created exclusive retro-style advertisements for Newsweek's March 26 and April 2 double-issue devoted to the premiere of Mad Men's fifth season March 25. Meanwhile, Estée Lauder and Jaeger-LeCoultre timed limited-edition lines with the return of the show to market 1960s-era products to luxury consumers.

"The Mad Men series conjures up nostalgia for the past," said Al Ries, chairman of marketing consultancy [Ries & Ries](#), Roswell, GA. "It is particularly good for luxury brands because it was an era when both men and women dressed up for everyday jobs, not just on weekends.

"If one cannot return to the glory days of the past, at least one can relive them by buying products that reflect the good old days," he said.

Mad Men broadcasts on the AMC cable channel and will begin its fifth season this Sunday at 9 p.m. Eastern Time.

Mad for Mad Men

Luxury brands seem to be hanging on Mad Men's success to market products to consumers who are fascinated with the show's historically-accurate setting and larger-than-life characters.

The series created hype for the high-end lifestyle portrayed in the show that resulted in a market for Mad Men products.

Estée Lauder created a mini-collection of makeup geared to fans of the show that is available exclusively at Bloomingdale's.

The limited-edition Mad Men collection debuted in March and includes a lipstick in "cherry" and creme rouge in "evening rose." A second collection will be released in 2013 that will be timed with the sixth season of Mad Men.

The bright gold packaging of the collection is another style concept taken from the show, claims the brand.

The [online boutique for the Mad Men Collection](#) features a "Get the Look" section that shows consumers how to achieve the makeup look seen in the show.

Estée Lauder used the Mad Men era's precise style to format the print ad campaign for the collection.

The ad features a woman with a short retro-style bob applying the collection's dark red lipstick. The woman wears a floral cap-sleeve dress with a wide skirt.



Estée Lauder Mad Men Collection ad

The brand is promoting the Mad Men Collection with a [Facebook photo album](#) and [YouTube video](#) that offers a behind-the-scenes look at the making of the print ad.

Embedded Video: http://www.youtube-nocookie.com/embed/Xf_bwvvX5xo

In addition, Estee Lauder used banner ads on the official Mad Men page on the AMC Web site to promote its age-old product lines.

Meanwhile, Swiss watchmaker Jaeger-LeCoultre used the series as inspiration for a limited-edition "Mad about Reverso" timepiece.

The brand based the watch on its Grande Reverso Ultra-Thin timepiece and produced 25 engraved watches that came with a personalized letter and book from a character on the show ([see story](#)).

"The wardrobe and scenery in Mad Men have a classic appeal that younger consumers romanticize and older consumers reminisce about," said Courtney Albert, brand consultant and strategist for [Parker Avery](#), Atlanta. "Brands can leverage these emotional ties to attract luxury consumers.

"Pop-culture products can be extremely successful, but because of their very nature, they

have to remain relevant to maintain demand," she said. "There are exceptions, but luxury brands should be careful before creating a partnership with another brand that may not have a very long shelf life.

"In the short term, adding a Mad Men-inspired [line] can increase brand recognition and revenue."

Sterling Cooper

Newsweek devoted an entire issue to the Mad Men era with luxury marketers such as Bloomingdale's and Mercedes-Benz using the ad space to present consumers with exclusive old-fashioned ads.



Mad Men edition of Newsweek

Bloomingdale's developed an ad with an era-appropriate art deco look that presented a man in a sharp black suit and a woman wearing a old-fashioned sweater and skirt.



Bloomingdale's' special ad in Newsweek

In addition, Mercedes' ad for the 2013 SL used the brand's historic symbol with era-style font and a photo of the model.

MERCEDDES-BENZ
THE 2013 SL ROADSTER

*"The state of the art,
from the company that invented the art."*

If you're a discerning automotive enthusiast with a keen appreciation for the latest in top-of-the-line luxury, the 2013 SL is the car for you. Innovative materials abound in this striking beauty. Down to its very core, where an advanced chassis of nearly 90% aluminum makes the new SL close to 300 pounds lighter than its already light predecessor. And underneath its hood, where a 4.6L 4-turbo V8 engine produces a whopping 429 hp, reaching 60 miles per hour in a scorching 4.5 seconds.

Extolled by world leaders, entertainment luminaries and people who know cars, the defining roadster of our age has been re-defined yet again. Its iconic status is undeniable. It is the 2013 SL by Mercedes-Benz. The best or nothing.

Mercedes-Benz

Mercedes-Benz's special ad in Newsweek

Newsweek is calling for readers to vote for their favorite retro ad on its [site](#).

Meanwhile, London's Harrods department store is marketing its products with a Mad Men section of the ecommerce site.

The retailer created a [special section of its online men's](#) shop that helps luxury consumers achieve the Mad Men look with pieces from brands such as Giorgio Armani, Michael Kors and Dolce & Gabbana.

"While the new and different is a good approach for any brand, there is also the opposite idea to consider, the authenticity of the brand," Mr Ries said. "Consumers want both something new and different, yet authentic.

"An established luxury brand can deliver both ideas," he said. "The Mad Men connection supplies the new and different [and] the decades-old brand supplies the authenticity.

"Consumers bought mundane products during the Mad Men era, too, but Coca-Cola, Jell-O, Wheaties and many other brands cannot benefit from associating themselves with the Mad Men era. It is only those brands that connote the fun-and-games and sophistication of the Mad Men era that can benefit from this approach."

Final Take

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