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## Top 10 Facebook luxury marketers of Q1

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Major events including Fashion Week and St. Valentine's Day in addition to the debut of Facebook Timeline positioned the social network as an even more innovative marketing vehicle in the first quarter of 2012.

Retail, fashion, automaker and hotel brands flourished under these new conditions, further positioning Facebook as the leader in social media marketing. Luxury marketers also used the platform to host other marketing initiatives and drove traffic to Twitter, Pinterest, Google+ and brand Web sites.

Here are the best luxury brand Facebook marketers of the first quarter, in alphabetical order.



**Burberry** – Ever the digital innovator, the new Facebook Timeline

feature is being used by storied luxury label including Burberry as a storytelling device for their fanbases.

The new Timeline offers bigger images and an easier-to-navigate interface that dates back however many years a brand wishes, which is perfect for a brand such as Burberry that relies on its heritage as part of its marketing strategy.

Burberry uses it to connect with consumers on a pop-culture level.

For example, it posted a picture of actor Humphrey Bogart wearing a Burberry trenchcoat during the 1942 movie, “Casablanca.”

Consumers can scroll down the Burberry timeline and see various movies where Burberry apparel and accessories were worn.



**David Yurman** – U.S. jeweler David Yurman used social media to

stretch the definition of love and engage with a wider range of consumers during the St. Valentine’s Day season.

David Yurman created a special Facebook tab for the holiday and asked consumers to share a picture of something they love, be it a person, place or thing.

By going outside of the traditional ideas of love between a couple for Valentine’s Day, David Yurman likely tuned in to a larger community than its competitors.

David Yurman’s Valentine’s Day Facebook tab is separated into three sections, two of which promote gift ideas and one that engages consumers through a photo sharing project at <http://www.facebook.com/davidyurman>.

The campaign was split into three sections, which included David Yurman spiritual bead bracelets, the brand gift finder on its Web site and a “share the love” photo contest that invited consumers to upload images of who or what they were most passionate about.



**Fendi** – Italian label Fendi is looking to keep Facebook fans

interested by releasing an official video every day pertaining to the fall 2012-13 collection runway shows.

Fendi's social media-exclusive videos are available on its Facebook page.

The videos all revolve around the fall/winter 2012-13 show.

Behind-the-scenes footage on hair, makeup, interviews with models and Fendi employees are topics included in the videos.

Some of Fendi's videos include one with makeup artist Peter Philips as he explains his inspiration behind the show, hairstylist Sam McKnight showing viewers the hairstyles the models wore on the catwalk and Silvia Venturini Fendi's youngest daughter Leonette talking about herself and her relationship with the brand.

The videos seem to be well-received by consumers, with some receiving more than 1,000 "likes" and multiple comments on the Fendi Facebook page.

Consumers can easily share videos with their friends and families through Facebook.



**Four Seasons** – The Four Seasons Hotel, Toronto honored its

just-closed original location and marketed its new property with a memory book Facebook application in which previous guests can memorize the 35-year-old property.

The property calling on consumers to contribute to the online memory book via the brand's Facebook page by uploading photos and sharing personal anecdotes from time spent at the hotel.

The original location closed its doors March 28 to reopen two blocks away this summer

Users can reach the memory book by going to the hotel's Toronto property Facebook page and clicking on the app from the top menu.

Previous guests and event attendees can upload personal photos and share memorable

moments in a text box in the app.

This type of promotion could appeal to the emotions of luxury consumers by creating an environment to reminisce. It could also encourage patronage of the new property, claims the brand.

For example, a couple wrote about their engagement story which took place at the hotel's Avenue Bar in August 2011. The pair posted a picture and praised the employees by adding "we forgot to take a photo that night, so the next morning the Four Seasons generously let us go back in and take a picture in the spot where we got engaged."



**Frette** and **Gilt Home** – Italian linens brand Frette is promoting a contest with Gilt Home through the luxury home-goods site's social media and email list that requires consumers to sign up for brand emails to be entered.

Frette and Gilt Home, in collaboration with La Perla and Kate Somerville, are offering gift cards and brand products as prizes for signing up for the four brands' email lists.

Clicking on an email takes consumers to Gilt Home's Facebook page to sign up.

Consumers can click on the link to sign up for the contest, where they will be required to provide names, locations and email addresses. They are told that they will be opting-in for emails from Frette, La Perla, Kate Somerville and Gilt Home.

Participants can also get their friends to sign up to increase their chance of winning.

Any friend that signs up will automatically give another entry spot to the person who recommended the contest.

By hosting the contest on its Facebook page, Frette and Gilt Home were able to build their fan bases, allow sharing opportunities and likely drive traffic to their Web sites.



**John Hardy** – Balinese jeweler John Hardy leveraged much of its

marketing this season on holidays during the first quarter, emphasizing especially the Chinese New Year and Valentine's Day.

The brand created a special Facebook tab that encourages users to highlight their favorite John Hardy pieces and share them for a chance to win a prize.

Additionally, creative director Guy Bedarida has recreated the label's Naga collection in light of the Year of the Dragon with a different piece meant for each zodiac sign.

John Hardy took advantage of the upcoming Valentine's Day through a special promotion and contest on its Facebook page at <http://www.facebook.com/johnhardyjewelry>.

In fact, the welcome page for new visitors featured an invitation to like the brand for a chance to win a piece from the Valentine's Day collection.

Additionally, all current fans of the John Hardy page are invited to take part in the contest through a dedicated Facebook tab.

To participate, consumers are asked to vote on their favorite piece from the men's or women's Naga collection and share it with their Facebook network.

Requiring fans of the brand to enter more contact information will likely increase the brand's email and direct mail databases.



**Lexus** – Toyota Corp.'s Lexus took advantage of the new features

that Facebook has to offer by using Timeline for its "points of no return" tab last quarter. It was the first luxury marketer to do so.

The "points of no return" tab focuses on Lexus' GS model and the steps that it took to get the vehicle to its current version.

Using the Facebook Timeline, consumers are able to see the history of the model and likely become more intertwined with the brand's history and Lexus itself.

The points of no return Facebook tab leads users to another page where they can see the history of the GS from its conception in 2008.

Some points of interest on Lexus' timeline include renderings of the GS in October 2008, testing of the new GS in February 2009 and the GS 2013 debut at Pebble Beach in August 2011.

Lexus complements its company history with other points of reference such as the release of popular gaming application Angry Birds in December 2009 and the introduction of the Facebook Timeline in December 2011.

For each event, consumers can click on an icon that says "I remember this." Along with that, customers who own a version of the GS can choose "I own this" and those who want the GS 2013 can choose "I want this."

In doing so, these events are incorporated into users' timeline on their own profile. Therefore, Lexus history becomes a customer's history also, likely creating a brand advocate.



Louis Vuitton – Louis Vuitton positioned itself as a thought leader

in its industry by implementing Timeline before most of its competitors.

Louis Vuitton uses Timeline to show its history. Consumers can look at monumental moments in brand history such as the first workshop opening in 1859, the creation of the Noe bag in 1932 and the commencement of current artistic director Marc Jacobs in 1997.

Facebook users have been automatically switched over to the Timeline, but brands including Louis Vuitton that did so before they were required gave themselves an edge over competitors.

In addition to brand heritage, consumers can go through collections, ad campaigns, products, polls and events through the Facebook page.

Other brands have switched to the Timeline format but have not included anything other than their activity on Facebook that dates back a few years to when brands were allowed to join.

Louis Vuitton's careful planning definitely moved it up a few notches in terms of digital innovation.





**Michael Kors** – Lifestyle brand Michael Kors is used Facebook

as an integral vehicle in its latest St. Valentine's Day campaign that spanned mobile and social media.

The brand attempted to spark a dialogue with consumers about what they are falling in love with this Valentine's Day – whether it is with people, places or apparel – on its social media networks and through email and mobile marketing.

Michael Kors' #FallingInLoveWith social media campaign effort tapped into passion and emotive marketing while simultaneously advertising products.

The brand used Facebook to introduce one new product per day that consumers could "fall in love with."

Michael Kors connected its Facebook page with Twitter and Instagram to allow consumers to reach the campaign on their mobile devices.

Including this campaign on Facebook will also entice consumers to share products with their friends, which could potentially increase transactions.

**Neiman Marcus** – Department store Neiman Marcus was looking for new street-style photographers to take pictures at music festival SXSW for its NMDaily blog through a Facebook contest launched last quarter.

The retailer asked consumers to fill out a questionnaire and send a few samples of their photography.

The winner attended the music festival SXSW as a correspondent for Neiman Marcus and her pictures will decorate the retailer's social media pages.

On the Neiman Marcus Facebook page, users got an overview of the contest and then were asked to fill out a questionnaire.

The first part is a personal information segment that includes name, age, email address and Web site or blog.

Neiman Marcus likely made a good move by asking consumers if they want to receive brand emails, which might help the retailer sell products in the future.

The second part of the questionnaire focuses more on personality and asks questions such as favorite style icon, street style photographer and band.

The third section prompts users to upload one image of themselves and two street-style

photographs that they have taken.

Since music and fashion are subjects that consumers tend to be very passionate about, it makes sense that they are sometimes fused together.



Zegna – Italian designer Ermenegildo Zegna changed the way

that consumers see its Facebook page – literally – by incorporating an augmented reality feature that gives users secret mobile videos to future campaigns.

Last quarter, Zegna used the Aurasma mobile app that scans the Zegna profile picture and shows consumers a video of the upcoming contemporary art installation at MAXXI – National Museum of XXI Century Arts in Rome.

This is the first time that a marketer has used Aurasma technology on Facebook, claims the vendor.

When users visit the brand's Facebook page at <http://www.facebook.com/ermenegildozegna>, they are instructed to aim their iPhone, Android or iPad at Zegna's profile picture, where they are shown exclusive content on the Aurasma app.

The partnership kicked off when Aurasma approached Zegna about its print campaign. However, Zegna decided to direct the efforts to social media since it has recently kicked off a few social media projects.

Zegna wanted to promote ZegnArt in a different way than its typical marketing efforts, claims the brand.

Final Take

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