

INTERNET

Top 10 Twitter handles of Q1

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By TRICIA CARR

Luxury marketers took to Twitter during the first quarter of this year to engage consumers with behind-the-scenes news and links to digital branding such as Web sites, photos and videos.

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The 140-character rule still applied this quarter with affluent brands' attempts to stir up focused conversations using contests, hashtags and other means. Twitter remains to be an optimal and cost-effective tool for all types of luxury marketers with a greater number of consumers taking to the social media outlet to connect with top brands.

Here are the top 10 Twitter handles by luxury brands in the first quarter, in alphabetical order.



Audi - German automaker Audi consistently used its **Twitter handle** this quarter to market its R8 models with a second round of the #WantAnR8 Twitter contest.

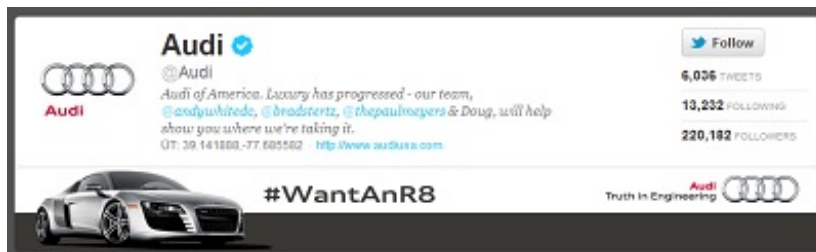
This time around, the automaker secured a 30-second television commercial spot that displayed the hashtag.

Audi offered fans of the luxury automaker a chance to drive an Audi R8 for the day in their hometowns or on a track at the Audi Sportscar Experience in Sonoma, CA.

To enter, Twitter users must employ the hashtag #WantAnR8 and share why they would like to drive an R8 model for a day.

The new #WantAnR8 contest is split up into four entry periods. Two winners will be selected in each round with eight winners total.

In addition, the automaker posted photos and replied to tweets from consumers using the #WantanR8 hashtag to keep the conversation flowing.



Audi Twitter page



Bentley - British automaker Bentley Motors took to **Twitter** with the hashtag #insearchofsnow to promote a short film that added a sense of high-class adventure to the brand.

The film, called “In Search of Snow,” premiered at Aspen Fashion Week and displayed the hashtag at the end of the video, the brand's attempt to ignite a Twitter conversation.

The five-minute YouTube video follows professional big-mountain skier, mountaineer and adventurer Chris Davenport and his photographer in two 2012 Bentley Continental GTC W12 convertibles. Mr. Davenport takes to the snowy San Juan Mountains in southwest Colorado while his voiceover explains his draw to an adventurous lifestyle and the Bentley vehicle.

Bentley also shared behind-the-scenes photos via Instagram during filming on its Twitter

account.



Bentley Twitter page



Chanel - French fashion label Chanel used its [Twitter page](#) last quarter to bolster its marketing efforts for the Little Black Jacket multichannel campaign.

The campaign was announced via the Chanel Twitter feed and consisted of the installation of an e-exhibition of 113 black-and-white photos to hype a new photo book.

Chanel began to share six different trailers and behind-the-scenes looks at the photoshoots with the hashtag #thelittleblackjacket.

Chanel creative director Karl Lagerfeld photographed a selection of actors, artists, singers and other personalities dressed in their respective interpretations of Chanel's iconic jacket, which will be presented in "The Little Black Jacket: Chanel's classic revisited by Karl Lagerfeld and Carine Roitfeld."

The campaign is leading up to the release of the book in fall 2012.



Chanel Twitter page



Ferrari - Italian automaker Ferrari tapped its **Twitter feed** this quarter to promote F12berlinetta.com, a microsite created by the brand to display the engineering, style, dynamics and specifications of its new model.

The automaker attached pictures to many of its Twitter posts about F12berlinetta.com and used the hashtag #F12berlinetta in all discussions of the model.

The Twitter push was part of an effort of heavy promotion via social media that included Facebook, Google+ and YouTube accounts.



Ferrari Twitter page



Four Seasons - Four Seasons Hotels and Resorts hinged on the St. Valentine's Day craze through a fan-curated giveaway application on its corporate Facebook page that it shared on **Twitter** with the hashtag #FSLoveBucket.

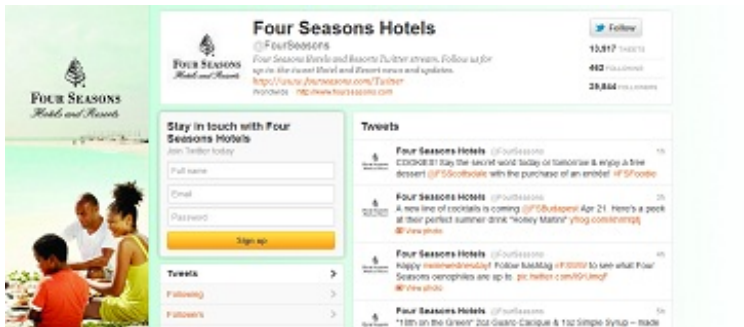
The brand used Twitter messages to draw its followers to the contest in light of the romantic holiday.

The hotel chain is looking to inspire romantic memories and help one couple create a new one through a fan-curated "love bucket" app on its Facebook page. To participate in any of the Valentine's Day-themed social media activities, consumers must first "Like" the

corporate Four Seasons page found at <http://www.facebook.com/fourseasons>.

In fact, digital media advertising now accounts for 50 percent of the brand's total marketing efforts, according to the Four Seasons.

The brand remains to be a powerful force on Twitter with hourly updates throughout the first quarter.



Four Seasons Twitter page



Jaguar - British automaker Jaguar used the hashtag #FeelAlive on its **Twitter feed** during the first quarter to generate discussion of its current line of vehicles.

The Twitter hashtag was a part of the automaker's Alive campaign that focuses on the XF sports sedan, the XJ full-size luxury sedan and the XK coupe and convertible grand tourer.

The brand also pushed the XF commercial via its Twitter accounts along with constant updates and news from the automaker.



Jaguar Twitter page



Michael Kors - Lifestyle brand Michael Kors used **Twitter** and Instagram as integral vehicles in its latest St. Valentine's Day campaign that spanned ecommerce, digital and social media mobile apps.

The brand attempted to spark a dialogue with consumers about what they are falling in love with on 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 hashtag effort used passion and emotive marketing while simultaneously advertising products.

The brand also led a week-long live chat series starting in February with the hashtag.



Michael Kors Twitter page



Neiman Marcus - Department store chain Neiman Marcus launched the Sole Seekers social media challenge in the first quarter to celebrate the 20th anniversary of footwear manufacturer Christian Louboutin and used its **Twitter account** as one of the main entry points.

Sole Seekers comprised social media and mobile efforts that enter consumers into a chance to win a pair of Louboutin shoes.

The challenge was hosted via Instagram, Twitter, Facebook and Neiman Marcus' blog.

Participants were encouraged to submit photos of their own Louboutin shoes or those that they see at Neiman Marcus stores through Instagram or Twitter.

The photos submitted must contain @NeimanMarcus, @LouboutinWorld and #NMLoubiLove in the caption to be entered to win the shoes.

All images were aggregated into a single online screen onto a pictorial spread.



Neiman Marcus Twitter page



Oscar de la Renta - U.S. label Oscar de la Renta incorporated its **Twitter handle** into the launch of The Board last quarter, an interactive Web site where consumers could upload images to inspire Mr. de la Renta and the team as they work on the Resort collection slated to show in May.

The Board lets Oscar de la Renta interact with consumers and have them communicate with one another through social media functionality using Facebook, Twitter and Pinterest.

Consumers can upload anything they like onto the Board including vintage photographs, fabrics and color schemes.



Oscar de la Renta Twitter page



Saks Fifth Avenue - Department store chain Saks Fifth Avenue engaged its **Twitter** followers by holding a 10-day caption contest to promote women's spring footwear on the brand's shoes-only Tumblr page.

The retailer used constant promotion on Twitter to engage its consumers with the contest and link to the brand's Tumblr blog.

The "Caption Our Heart" contest let Tumblr users post a potential caption on a shoe-centric photo daily March 16-26. A winner was chosen each day to receive a \$250 Saks gift card.

Saks promoted the contest on its Twitter page has 99,000 followers to reach the highest potential.

In addition, Saks asked Twitter users last quarter to tweet a picture of their outfits to @sakspics for the chance to win a \$100 gift card using hashtag #SakStPattysDay.



Saks' Twitter page

Final Take

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