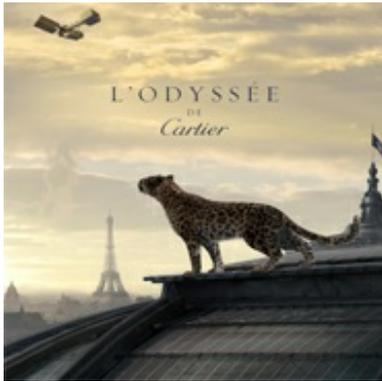


MULTICHANNEL

Top 10 multichannel campaigns of Q1

April 16, 2012



By TRICIA CARR

Cartier, Jaguar and Lexus were among the key luxury marketers that used multichannel campaigns last quarter to extend the reach of their efforts that crossed traditional and digital placements.

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With the growing number of consumers using digital means, it is imperative that luxury brands embrace both traditional and digital channels to reach the largest audience. Many marketers bowed to this shift and made use of advertising and marketing efforts to reach affluent consumers.

Here are the top 10 multichannel campaigns from luxury brands in the first quarter, in alphabetical order.



Burberry – British lifestyle brand **Burberry** unveiled its

spring/summer campaign images and video that it dispersed through digital and print

media buys as well as social media.

Burberry's campaign upheld the same youthful appeal as its fall/winter campaign and featured actor Eddie Redmayne and model Cara Delevigne as a playful couple.



Burberry's spring/summer 2012 campaign

While Mr. Redmayne wore a Burberry suit and sweater, Ms. Delevigne was decked out in a branded skirt, top, jacket, shoes, hat and clutch from the latest collection.

Four images were released in February via the brand's [Facebook page](#).

The images popped up in major high-fashion and luxury lifestyle magazines such as Vanity Fair, Elle, Vogue and W magazine.

The brand also shared six behind-the-scenes photos from the campaign.

Additionally, a video was posted on the brand's YouTube channel.



Cartier – French jeweler [Cartier's](#) branding venture in the first quarter involved sharing its new short film, "L'Odyssee de Cartier," via the brand's Web site, television commercials and multiple digital channels.

The campaign focused on translating the history of Cartier into the current jewelry lines including its signature Panthère de Cartier collection.

The film depicted the journey of a panther and showed some of Cartier's timeless jewelry and watches in settings such as India, Russia and France that served as inspiration to the brand.

Cartier began vigorous promotion of the L'Odysée de Cartier film after it premiered in February at the Metropolitan Museum of Art in New York.

A slide on the jeweler's main Web site took visitors to the official L'Odysée de Cartier viewing site where consumers could see the full film, read a selection of Cartier's history and get a behind-the-scenes look on the making of the film.

L'Odyssee de Cartier

L'Odysée de Cartier was the theme of the March 2012 issue of Rouge Cartier, Cartier's online magazine that it distributed through its Web site and email newsletter.

The Cartier [Facebook page](#) was updated to include a special viewing page that let users watch the video and access behind-the-scenes footage.

The brand used its L'Odysée de Cartier Facebook photo album to share images from the film and Web site and the Rouge Cartier photo album to share images of the Panthère de Cartier collection jewelry.



WALK with me
DANCE with me
EAT with me
WORK with me
PLAY with me
WREST with me
SEE me

COLE HAAN
NEW YORK

Cole Haan – High-end fashion label [Cole Haan](#) used a 360-

degree marketing strategy for its spring/summer Subway Stories campaign that employed social media, banner, mail, out-of-home and mobile advertising.

Tapping into the spirit of the New York subway system, Cole Haan used the different subway lines to separate components of its campaign.

In its ads, the label used New York subway lines to spell out its name, making use of the “Q” line to replace the “O” in its name.

The brand took advantage of advertising channels such as fashion news site Refinery 29.

Consumers could click on each of the letters in the brand's name to be led to a different "line" of the collection. For example, clicking on the "E" in Cole Haan would lead consumers to the "E" line of the collection.



Cole Haan Subway Stories

The label ramped up its digital efforts by dedicating its Web site homepage and social media accounts to the campaign.

The company's **Facebook** account provided stories and images while allowing interaction and comments from consumers who had seen the campaign or bought the collection.

Cole Haan also advertised – predictably – in subway waiting stations and inside train cars.

In addition, the brand sent out fliers and full catalogs that showed products from the line and the inspiration behind the campaign.

Cole Haan's mobile-optimized site also allowed consumers to shop in the women's "E" line and men's "C" line on the front page.



Dunhill – Menswear label **Alfred Dunhill** emphasized its British roots by dedicating its latest multichannel campaign to three of the country's athletes who will be competing in the London Olympics.

The ongoing Voice campaign looked to recognize real men who have overcome obstacles and achieved success in a variety of different fields.

The spring/summer 2012 campaign employs social media, print advertisements and mobile to engage consumers.



Sir Matthew Pinsent's Voice ad for Alfred Dunhill

Sir Matthew Pinsent, Olympic rower
When you compete at the top level of rowing, everyone is strong and technically good. So, the dividing line between winning and losing comes down to whether you can take the pain.
A race lasts approximately six minutes. And, during that time, you will use almost every muscle you have: legs,

back, shoulders and arms. Nothing is resting. Your body starts to hurt from 30 seconds in - and it only gets worse and worse. You know that if you give in to it, you'll lose. But your brain is telling you to stop. The only thing you can do is row at full speed for the entire race and, at least then, the pain will be over quicker...
dunhill.com



Dunhill created two black-and-white print ads for each Olympian and a corresponding video.

Each print ad contained a small paragraph of text from the athlete's video interview. The bottom line invited the reader to visit Dunhill's Web site found at <http://www.dunhill.com>.

Dunhill only released the videos on its [Facebook page](#) and through mobile technology.



Estée Lauder – High-end cosmetics brand **Estée Lauder**

partnered with Hearst's Harper's Bazaar to search for the most fashionable woman in the United States.

The "Fabulous at Every Age" reader search looked to find five chic women, one from each stage of life between ages 20 and 60.

Estée Lauder counters hosted events for women to get their make-up done and an entry photo taken in select Saks Fifth Avenue stores.

The brand provided the women with a complimentary beauty makeover and personalized advice from a beauty advisor.

We Know You're Fabulous...Enter Our Fabulous at Every Age Reader Search Now!

February 9, 2012 5:00 AM



Bazaar wrote a blog post featuring the contest

Estée Lauder also benefitted from promotions of the events and reader search done by Bazaar and Saks.

The magazine leveraged Saks' active social media networks to help drive awareness for the Fabulous at Every Age event.

Additionally, Bazaar used its print magazine, **Web site** and social media accounts to promote the reader search.

To enter the contest, women submitted one up-close facial picture and three full-length body pictures at <http://www.bazaar.com/fabulouscontest>.

One woman from each decade between the ages of 20-60 won and received a \$5,000 prize. One of these women was crowned “grand prize winner” and received a total of \$10,000.



Jaguar – British automaker **Jaguar** set a label makeover in motion during the first quarter with a multichannel “Alive” campaign.

The company is slated to spend more than \$2.3 billion on investments on Jaguar and sister company Land Rover each year for the next five years. This was the first brand reset for Jaguar in over 40 years, including new colors and logos.

The campaign honed in on three Jaguar vehicles – the XF sports sedan, the XJ full size luxury sedan and the XK coupe and convertible grand tourer – and emphasized their best features in addition to what makes them tick under the hood.

The Alive campaign kicked off with a television spot that was previewed on Jaguar’s social media pages.

The commercial, called “Machines,” opened with a collage of machinery of the past that were invented to replicate and replace people. Then, it cut to a Jaguar XJ that told viewers that the car is as alive as humans.

The spot aired on NBC, ESPN, Food Network and CNN.

Machines commercial

Meanwhile, Jaguar’s new print ads were designed to intrigue and inform consumers with headlines such as “Do one thing that scares you. Every day,” “Every Jaguar can do things machines can’t” and “Looks like somebody’s getting a new Jaguar.”

These images appeared in lifestyle and business publications.

In addition to the print and TV pushes, Jaguar announced that it will travel to 18 cities throughout the United States to expose interested consumers to the 2012 and 2013 model lineup including the XF, XJ and XK.



Lexus – Toyota Corp.'s **Lexus** connected readers to an online test-drive experience and introduced the latest updates on the Lexus Enform application via Condé Nast's Wired's April issue.

Consumers who own Near Field Communication app-enabled Android smartphones could place their device near the ad to activate Lexus' content in an Internet browser.

Lexus was the first brand to make use of this technology in a magazine advertisement, claims the automaker.



Enform section of Lexus' Web site

A mobile site launched automatically that started the Lexus Enform app suite test in which the user could view interactive videos that demonstrated the system's capabilities.

Viewers could click on six different sections of the video to be guided through the operation of each part of Enform such as searching with Bing, playing music with iHeartRadio, making dinner reservations with OpenTable and purchasing tickets at **MovieTickets.com**.

The mobile site linked to the full Lexus Enform site that explained the entirety of the Safety Connect features.



Net-A-Porter – London-based online luxury retailer **Net-A-Porter** hosted events in major cities worldwide to celebrate the exclusive launch of Karl Lagerfeld's namesake collection with promotions via email, social media and mobile.

Net-A-Porter, which has no physical retail stores, hosted window display-based events in Paris, London, New York, Berlin and Sydney. All of the events were scheduled for the day of the collection's launch.

The window display that was at the center of the event featured related editorial content

from Net-A-Porter as well as the chance to shop Karl items from the collection as they became available.

To create more buzz, Net-A-Porter announced that Mr. Lagerfeld would attend one of the window events being held in Paris.

Additionally, one attendee would receive a \$1,500 shopping credit to Net-A-Porter.

The image shows a promotional banner for Net-A-Porter's Karl Lagerfeld collection launch. At the top, it says "NET-A-PORTER" and "FREE SHIPPING on all orders delivered within the US". Below this is a navigation menu with categories like "WHAT'S NEW", "DESIGNERS", "BOUTIQUES", "CLOTHING", "LINGERIE", "BAGS", "SHOES", "ACCESSORIES", "MAGAZINE", and "GIFTS". The main headline reads "YOU'RE INVITED! JOIN US FOR THE LAUNCH OF KARL in London, Paris, New York, Berlin and Sydney". A sub-headline says "Come celebrate with us and shop KARL around the globe on January 25 (January 26 in Sydney). You will have the chance to win pieces from the collection and one lucky fan in each location will win a \$1,500 shopping spree at NET-A-PORTER.COM. The first 50 to arrive will receive a gift from the new line. Plus, Karl Lagerfeld himself will be making an appearance in Paris." Below this is a section titled "FIND YOUR NEAREST LOCATION BELOW" with details for Paris, New York, London, and Sydney. At the bottom, it says "TUNE IN TO NEWSFLASH FOR THE LATEST ON THE LAGERFELD SAGA".

PARIS	NEW YORK	LONDON	BERLIN	SYDNEY
WHERE: St Germain, Paris	WHERE: 375 Bleeker Street New York 10014	WHERE: Unit 3, Covent Garden Market London WC2E 8BF	WHERE: Taubenstrasse 14 Berlin	WHERE: 178 Campbell Parade Bondi Beach, Sydney, NSW 2026
THE CUBE: Place Saint-Germain des Près	WHEN: 10.30am, January 25	WHEN: 3.30pm, January 25	WHEN: 4.30pm, January 25	WHEN: 12pm, January 26
THE SHOP: 176 Boulevard St Germain 75006 Paris	Nearest subway station: Christopher St - Sheridan Sq	Nearest underground station: Covent Garden	Nearest U-Bahn Station: Französische Straße or Spandauer	Nearest train station: Bondi Junction
WHEN: 4.30pm, January 25				
Nearest metro: Saint-Germain-des-Près				

Net-A-Porter's events for Karl

The retailer used email marketing to send invites to its newsletter subscribers and customers for a special window shopping experience.

Consumers were invited to click-through to the retailer's Web site to see a full list of the worldwide events, the closest subway or bus stations to the location and also could receive information on buying the collection.

Net-A-Porter pulled out all the stops to build the hype surrounding the new line including its own mobile application and social media efforts.

Using the Aurasma technology found in the Find Karl app by Net-A-Porter, consumers were able to scan and shop looks from the collection when they appeared in the window.



Starwood – **Starwood Hotels & Resorts** incorporated watermarks in print advertisements that displayed new content and editorial in the April issue of Saveur magazine.

Readers could access the ad's content on their smartphones by pointing the handset's camera at the full-page ad when the Digimarc application was loaded.

The ad revealed content about Starwood's Hawaii properties.



Starwood's Digimarc ad in the Saveur April issue

The Digimarc app, made for the iPhone and Android devices, displayed the digital ad content as soon as the app detected the digital watermark embedded in the magazine page.

The watermark was invisible to the eye, which made the ad work as a separate entity if a reader did not use a smartphone or wish to download the app.

Starwood's ad content displayed a menu of options for readers to explore properties in Hawaii such as The Luxury Collection and St. Regis.

The ad offered video content, sharing options via email, Facebook and Twitter and links that let the user see offers and property details of each hotel.

The app could also access a smartphone's dialing capabilities and make a direct call to a Starwood hotel to make a reservation.



Trump Hotels – **Trump Hotel Collection** reached consumers

through a multichannel campaign called Live the Life and marketed its efforts through a new lifestyle Web site.

The campaign promoted living without compromise and encouraged guests to seize opportunities in travel and life, per the brand. It featured families, young couples, groups of friends, special occasions and activities unique to each property.



Trump's Las Vegas property

The ads portrayed the guest experience rather than focusing on the hotel's physical features.

The Live the Life campaign ran in online and print luxury-focused publications such as Travel + Leisure, Condé Nast Traveler, The Wall Street Journal, Robb Report and ForbesLife.

The images are also the bulwark of the brand's updated site at <http://www.trumphotelcollection.com>.

Final Take

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