

MULTICHANNEL

Armani taps Instagram to promote brand lifestyle

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By RACHEL LAMB

Italian lifestyle brand Giorgio Armani is bolstering its social media presence through an Instagram effort in which consumers can upload images of them wearing their favorite sunglasses for the brand's "Frames of Your Holiday" campaign.

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Frames of Your Holiday is part of Armani's Frames of Life effort, which revolves around the products and lifestyle of the fashion label's eyewear collection. Armani is one of the many brands using Instagram as a social media channel in which to engage consumers.

"I think Armani is really looking to bring its consumer audience closer to the brand," said Ron Schott, senior strategist at [Spring Creek Group](#), Seattle.

"By giving community members a chance to sort of co-brand themselves with Armani gives them a deeper tie to the brand and also uses their social capital to help bring the Armani brand to their friends," he said.

Mr. Schott is not affiliated with Armani, but agreed to comment as an industry expert.

Armani could not be reached before press deadline.

Frame of mind

The Frames of Life campaign originally launched in 2010, but the Instagram project Frames of Your Holiday is only a few days old.

The point of the Frames of Life campaign is that life has images that can be “framed” by the right pair of eyewear.

Consumers can become part of the Armani campaign by uploading their Instagram images on the Armani social media sites with this lifestyle push.



Armani Frames of Your Holiday contest

Users can upload images of themselves on Instagram wearing their favorite eyewear and include the hashtag #framesoflife.

The images should reflect the refined and suggestive mood that inspires the Frames of Life ad campaign, according to Armani.

When consumers go to the [Frames of Life Web site](#) and click on one of the images, they can see the image alongside Armani products that resemble the eyeglasses in the image.

Consumers can Tweet, Pin and “like” the image on their social media sites, but there is no way for them to buy the suggested Armani product, nor are the images linked to the brand Web site.



Frames of Your Holiday submission

However, users are on the brand Web site already, so they can click to the eyewear section to purchase if they are inspired.

Unlike other Instagram contests, there is no reward or chance to win products. Rather, it is just a chance to be part of the brand.

"I think it will add a bit of value to the brand, but there is no real reward which may limit the amount of participation they will see," Mr. Schott said. "Yes, the audience members who already closely associate themselves with Armani will be willing to be a part of the campaign, but you most likely will not see the next level of consumer interacting with the campaign."

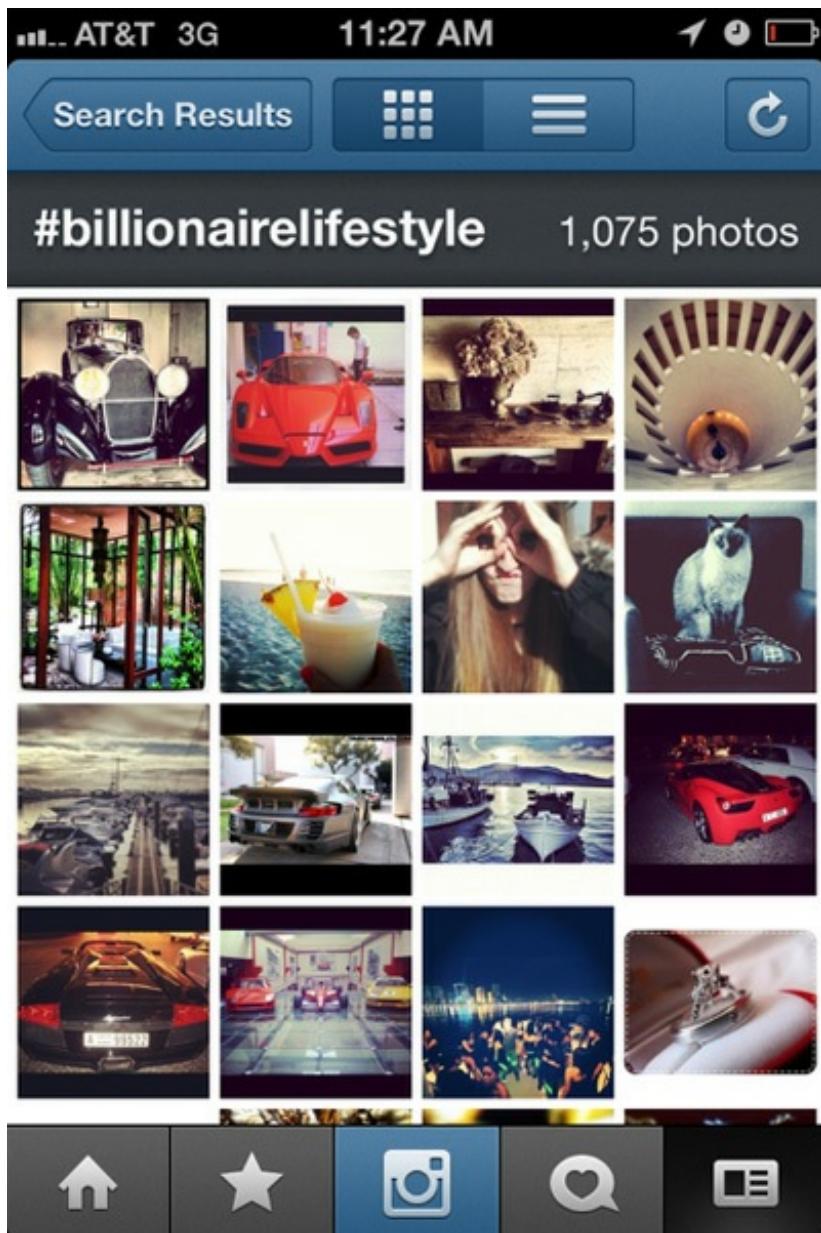
Content filter

Instagram is quickly becoming one of the most-used social media platforms that brands are using to engage with consumers.

This is especially true with brands trying to relay a lifestyle through this type of contest.

For example, jeweler Tiffany & Co. is solidifying itself as an authority on love with a new feature involving True Love in Pictures where consumers can upload images with an Instagram filter that are made into a postcard ([see story](#)).

In addition, Swiss watchmaker Roger Dubuis used Instagram and Facebook for a contest in which consumers sent in images that embody the billionaire lifestyle with a chance to win a trip to Monaco.



Roger Dubuis Instagram submissions

The watchmaker's social media feeds lit up with images that consumers thought pertained to the billionaire lifestyle, including yachts, cigars, cars and lavish scenery. The winner received a trip to the Top Marques Monaco to become Roger Dubuis' official Instagram photographer for the event ([see story](#)).

"Instagram is definitely taking off and luxury brands have a clear path to success on the platform," Mr. Schott said. "The visual nature of Instagram is great for telling a brand and product story through images rather than text, not to mention the shareability of content on Instagram is off the charts.

"I think the lesson at the end of the day that Armani will learn is that there needs to be some sort of incentive, even a small one, to drive high levels of participation in campaigns like this," he said. "Luxury brands need to think about what the carrot at the end of the stick is when trying to run user-generated content campaigns."

Final Take

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