

MULTICHANNEL

## Top 10 luxury brand multichannel campaigns of H1

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By TRICIA CARR

Rebranding and seasonal inspiration were the center of the stand-out marketing plans enacted during the first half of this year by luxury brands such as Burberry, Cartier, Jaguar and Nordstrom.

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**Luxury Daily**

Luxury marketers across all sectors came into this year at full speed and strategically linked channels such as print, television, digital, social and mobile to give consumers a 360-degree brand experience. The most distinct campaigns brought brands' roots to the surface via new technology, live events and partnerships.

Here are the top 10 luxury brand multichannel efforts of the first half of this year, in alphabetical order:



Burberry – British fashion giant Burberry used hometown London as inspiration for its autumn/winter 2012 campaign being pushed via digital, mobile, out-of-home and print outlets.

Starring musician Roo Panes and actress Gabriella Wilde, the campaign was shot at the Royal Naval College in Greenwich in London and is entirely in black-and-white.

Mr. Panes wrote and recorded “Indigo Home” for release June 1 as the official campaign soundtrack. It was available on iTunes on that date.

Digital efforts include short films, imagery, music and the collection on Burberry.com. In fact, Burberry incorporated a four-part shoppable video into this campaign with a digital experience on its Web site ([see story](#)).

Burberry wanted to include everything that is in the heart of the brand, celebrating London through imagery, film, music, weather and outerwear in a poetic and British way, according to creative director Christopher Bailey ([see story](#)).

As always, social media is playing a huge part on platforms including Facebook, YouTube, Twitter, Google+, Instagram, Pinterest, Sina Weibo, Douban, Kaixin001 and Youku.



Cartier – French jeweler Cartier’s branding venture started in the first quarter and continued into the second quarter as the brand shared its short film, “L’Odyssee de Cartier” via television and multiple digital channels.

The film depicts the journey of a panther and shows 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’Odyssee de Cartier film after it premiered in

February at the Metropolitan Museum of Art in New York.

An official L'Odysée de Cartier viewing site contained the full film, readings on Cartier's history and a behind-the-scenes look on the making of the film.

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



Crystal Cruises – Crystal Cruises rebranded itself during the second quarter through an all-encompassing campaign called Begin a New Story that centers on the notion of the travel journal and encourages consumers to share memories from past cruises.

The marketing efforts focus on cruise destinations and once-in-a-lifetime experiences, rather than the amenities of the ship.

Begin a New Story uses multiple channels including print ads with digital watermark technology, brochures, online banner ads, email, video and a smartphone app.

For instance, print ads appear in Condé Nast Traveler, National Geographic Traveler, Town & Country, Travel & Leisure, Coastal Living, Elle Décor, Food & Wine and Forbes Life.

Consumers can scan the ads with their smartphones to reveal a 60-second video that shows three travelers' experiences in select Crystal Cruises' destinations through watercolor animation.

The brand asked eight watercolor artists to create images that are used in all aspects of the campaign ([see story](#)).



Dunhill – Menswear label Alfred Dunhill is emphasizing its British roots by dedicating the ongoing "Voice" campaign to three of the country's athletes who will be competing in the

London Olympics.

The spring/summer 2012 campaign employs social media, print advertisements and mobile to engage consumers and recognize real men who have overcome obstacles.

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



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 during the first quarter.

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 cosmetics brand 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 ([see story](#)).



Four Seasons – Four Seasons Hotels and Resorts chose to position itself as an expert on luxury wedding planning during the first half of this year with a new magazine distributed

via print and mobile as well as dedicated social media handles.

Weddings magazine has three forms: a glossy print edition offered at 86 Four Seasons locations, a tablet version accessed from an iPad application and a bridal Web site.

In addition, Four Seasons made weddings-only Twitter and Pinterest accounts dedicated to sharing expert tips from the hotel's staff and stories from real Four Seasons brides. Posts will offer luxury wedding trends and inspiration from real weddings.

The brand established a Four Seasons Wedding app on its Facebook page that features a feed from the Weddings online magazine and news from its other social media channels ([see story](#)).

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

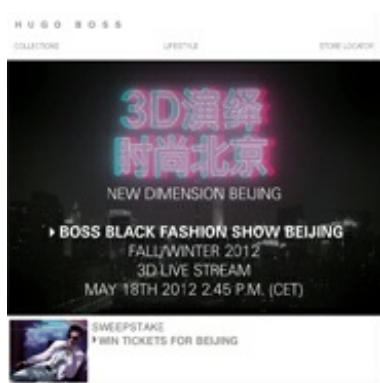
The company is slated to spend more than \$2.3 billion on investments on Jaguar and sister company Land Rover each year for the next five years. This was the first brand reset for Jaguar in over 40 years, including new colors and logos.

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. It aired on NBC, ESPN, Food Network and CNN.

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.

Jaguar also announced that it will travel to 18 cities throughout the U.S. to expose interested consumers to the 2012 and 2013 model lineup including the XF, XJ and XK ([see story](#)).



Hugo Boss – German fashion label Hugo Boss launched its largest digital campaign during the second quarter called New Dimension Beijing. It included augmented reality, print, Web, mobile and out-of-home components that revolved around the runway show for its Black collection live-streaming in 3D.

Consumers were given access to content wherever they were through multiple touch points in different media.

The bulk of the campaign was hosted on the Hugo Boss Web site and mobile sites, which included a video diary, Black campaign shots, the collection, a place to order the 3D glasses and a stream of the show when it took place May 18.

Also, Hugo Boss stores, print and out-of-home advertising had a 3D augmented reality installation that linked to an exclusive section of the campaign. Consumers must have had the Hugo Boss iPhone app to access content ([see story](#)).



Net-A-Porter – London-based online luxury retailer Net-A-Porter hosted events in international cities to raise awareness for 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 windows featured 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 and one attendee would receive a \$1,500 shopping credit to Net-A-Porter.

The retailer pulled out all the stops to build the hype surrounding the new line including its own mobile app 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 ([see story](#)).



Nordstrom – High-end retail chain Nordstrom began its partnership with Condé Nast’s GQ during the second quarter.

Each month for the next six months starting in July, Nordstrom and GQ are offering a group of men’s items called GQ Selects that are curated by the magazine’s editors and available for purchase on a special section of the retailer’s ecommerce site.

The magazine is featuring the items in-book and online, while Nordstrom is raising awareness for the partnership via in-store events and email.

To make the digital experience seamless for users, both brands are using the same imagery ([see story](#)).

Final Take

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