

INTERNET

Top 10 social media luxury marketers of H1

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By RACHEL LAMB

The first half of 2012 opened up the doors for luxury retailers, fashion labels, automakers and travel brands to engage with affluent consumers through Facebook, Twitter, Pinterest and YouTube.

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It is no longer enough to simply have a Facebook or Twitter account. Rather, the marketers that excel on social media should think outside the box. Social media opens up doors to interact with consumers, link to commerce outlets and showcase products and services in real-time.

Here are the best social media luxury marketers of the first half of 2012, in alphabetical order:



Bergdorf Goodman – New York-based retailer Bergdorf Goodman bolstered its social media presence during the second quarter of this year with contests, store imagery, daily campaigns and collection previews.

For example, the retailer devoted its Facebook, Twitter and Pinterest accounts and blog to a month-long initiative with the Melanoma Research Alliance to promote safe sun habits and UV-protecting beauty products.

During Melanoma Awareness Month, the retailer created a Facebook app that offered one sun safety tip per day in May that focused on a high-end beauty product.



BMW – German automaker BMW used its social media outlets to market its 3 Series and DESIR3 campaign.

The brand encouraged consumer participation in a contest that showcased the new 3 Series vehicle with a set of user-created YouTube videos that are 5.9 seconds in length, the same amount of time that it takes the car to go from 0-60 miles per hour.

BMW called on United States-based consumers to vote for their favorite video to decide which user would win a new 3 Series sedan via the contest hosted on its YouTube, Facebook and Google+ accounts.

The YouTube and Facebook contest pages linked directly to the automaker's microsite for the 3 Series vehicle that gave users a seamless browsing experience.



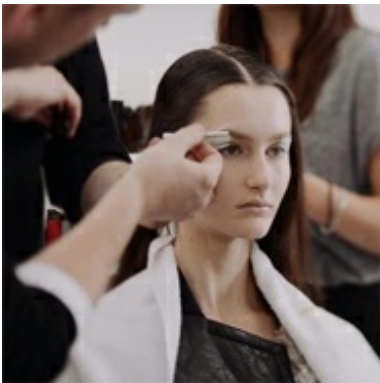
Dior – French fashion house Christian Dior took its social strategy up a notch during the second quarter as it introduced its Dior Addict fragrance line.

The social media push included a Facebook app, four social videos and a Twitter hashtag campaign to push the upcoming “Addict to Love” film.

The Dior Addict Facebook app consisted of a game where consumers had to find the “Dior Addict Frequency.” When they found it, a campaign video for Dior Addict played, which acted as a teaser for the full “Addict to Love” film.

Dior further hyped the upcoming movie through four 10-second videos on its Facebook page that showed a young lady named Daphne in a beach setting.

The brand likely used social media to tap aspirational consumers who inhabit Facebook and Twitter and who are more likely to be able to afford a fragrance rather than Dior couture ([see story](#)).



Fendi – Italian label Fendi aimed to keep Facebook fans interested by releasing an official video every day pertaining to the fall 2012-13 collection runway shows.

Fendi’s X-Rated series showed behind-the-scenes footage of makeup, hair, models and clothing from the brand.

All videos were available on Fendi’s Facebook page and YouTube channel.

Some of Fendi’s videos included 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 have been well-received by consumers, with some receiving more

than 1,000 “likes” and multiple comments on the Fendi Facebook page.

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



Harrods – London-based retailer Harrods immersed its social media followers in all-things Diamond Jubilee to celebrate the British Queen’s 60th year on the throne, which took place during the second quarter.

In addition to daily Facebook and Twitter posts that related fashion to the British monarchy and depicted the London celebrations, Harrods tapped into consumers’ creativity and inspiration by holding a contest on Pinterest that allowed users to design their own store window.

Consumers who “pinned” inspirations for the window around the theme “Queen’s Diamond Jubilee Street Party” had a chance to have a Harrods window inspired by their mood board.

Harrods used Facebook and Twitter to raise awareness for the contest as well.



Hugo Boss – German fashion label Hugo Boss used its social media accounts as major components in its largest digital campaign called New Dimension Beijing that revolved around a runway show for its Black collection and live-streamed in 3D.

Consumers were given access to content wherever they were through multiple touchpoints including Facebook, Twitter and YouTube, which all had 3D components that could be viewed with Hugo Boss 3D glasses.

For example, the label devoted its Facebook page to the campaign for a majority of the second quarter.

The bulk of the campaign was hosted on the Hugo Boss Web site and mobile sites while

even more content and details to the show and the brand were offered on social media.



Jimmy Choo – Footwear label Jimmy Choo called on consumers during the second quarter to shape a user-curated fashion Web site named after its Choo 24:7 collection that likely positioned the brand as a go-to style resource.

With much of the promotion happening on its Facebook and Twitter accounts, the Choo 24:7 microsite presented users with a collection of user-submitted photos from select international cities around the world such as New York, London, Beijing and Tokyo.

The brand asked consumers to sign up or link a Facebook account to post personal style photographs, which also strengthened its database used for future email and social media marketing.

After its launch, the label pushed image uploads on the site with a contest that was promoted via Facebook and Twitter. Users had until June 6 to submit their style photos for the chance to win a Choo 24:7 wardrobe worth up to \$6,240.

The label also shared well-known figures, such as actresses and models, on the Choo 24:7 site via social media.



Lexus – Toyota Corp.’s Lexus truly sped ahead of the competition during the first half of this year in terms of digital marketing.

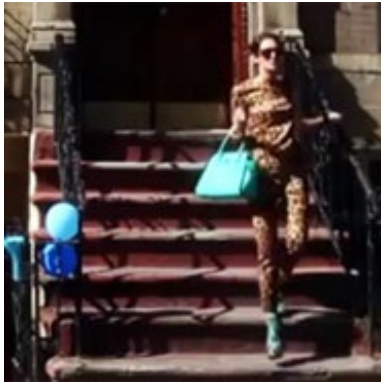
Lexus was one of the first luxury brands to take advantage of the new features that Facebook had to offer by using Timeline for its “points of no return” tab.

The “points of no return” tab focused on Lexus’ GS model and the steps that it took to get the vehicle to its current version.

Using the Facebook Timeline, consumers were able to see the history of the model and

likely become more intertwined with the brand's history and Lexus itself.

Lexus also vigorously pushed its GS model through multiple mobile media including banner ads on news sites and Pandora, digital magazine ads and applications.



Michael Kors – Michael Kors tried a few new social tactics during the second quarter, while continuing to keep its followers aware of the label's behind-the-scenes happenings.

In fact, Michael Kors was the most Facebook-savvy of the luxury marketers in the 2012 L2 Think Tank Facebook IQ. Tied for the No. 3 spot, it was the only luxury brand to receive a genius rating and jumped 100 spots from last year's IQ, according to the label.

One social campaign from Michael Kors that began in June pushed the wearability of its collections.

The Living the Kors Life campaign is hosted on the label's lifestyle Web site Destination Kors as well as Facebook, Twitter and YouTube.

Each season, Michael Kors will follow three different Insiders, or employees, and cover their fashion, culinary and entertainment choices while showing the women in the brand's apparel and accessories.



Zegna – Italian designer Ermenegildo Zegna changed the way that consumers saw its Facebook page – literally – by incorporating an augmented reality feature that gave users secret mobile videos to future campaigns.

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, 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

Rachel Lamb, associate reporter on Luxury Daily, New York

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