

INTERNET

Gucci goes for Pinterest hits via digital banner ads

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By TRICIA CARR

Italian fashion house Gucci is honing in on social inspiration site Pinterest to leverage its digital banner placements by letting consumers “pin” fall/winter 2012 apparel and accessories directly from the ads.



Gucci will likely gain more control of its brand content on Pinterest through this effort. Similar to other recent digital campaigns, the label seems to be targeting young consumers to convert them into brand loyalists and could be positioning itself across all social networks to get ahead of others in its sector.

“Using banner ads to pin product images to personal Pinterest pages is an ideal way to make paid media work harder and turn banner clicks into earned social media,” said Scott Delea, managing partner at [Inflexion Interactive](#), Hoboken, NJ. “An extra bonus is the ability to track and measure the results.

“The premise is that Gucci will be able to reach new customers by connecting its banner ads with existing users of Pinterest,” he said.

Mr. Delea is not affiliated with Gucci, but agreed to comment as an industry expert.

[Gucci](#), which was not available for comment before press deadline, collaborated with

technology company **Triple Lift** and is the service provider's first luxury brand partner.

For your pinning pleasure

Gucci is beginning to place banner ads as part of its fall/winter 2012 digital campaign that lead users straight to Pinterest.

Users are able to add Gucci items and images in the ads to their personal Pinterest boards.

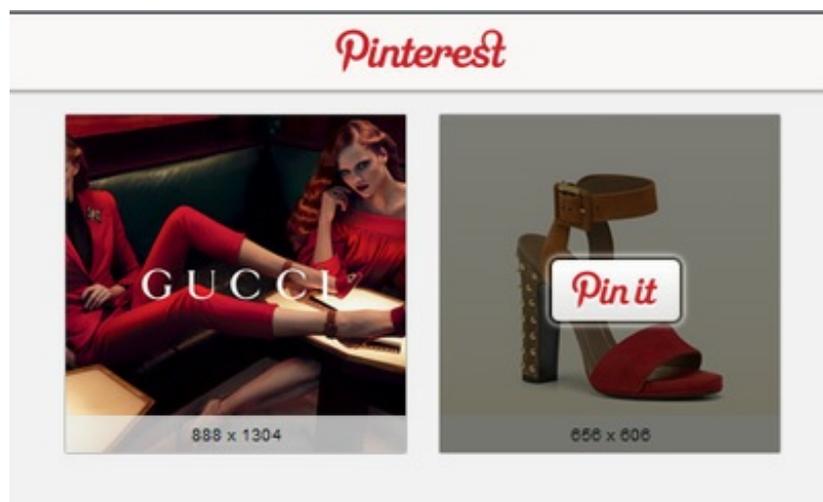


Gucci digital banner ad

Gucci and Triple Lift are tracking engagement and earned media exposure through the ads, per the label.

This program is allowing Gucci to leverage its digital advertising assets to reach a broader group of consumers via social media platforms and get more value from these properties, per the label.

Also, this effort will likely tap the peer-to-peer influence that Pinterest has among consumers who have similar taste.



Ad link

“The most interesting part about this campaign is that Gucci is viewing display advertising not just as a marketing tool, but as desirable content which people want to share,” said Yuli

Ziv, founder/CEO of [Style Coalition](#), New York.

“As old advertising formats prove to be ineffective, we are seeing the shift toward content-driven advertising that has consumers in mind,” she said.

Young at heart

Gucci is targeting young consumers who are heavily involved in social media lately.

For example, the label is aiming at young, trendsetting females on the digital space through a campaign with social commerce site Polyvore to raise awareness for its fall/winter Gucci Icon handbags.

Polyvore users can create a style collage on the site for the chance to win one of the label’s Jackie handbags. Gucci is likely tapping the site’s aspirational feel so that more young consumers in the United States will strive to purchase its classic handbags ([see story](#)).

In addition, Gucci is showing off its handbags through a do-it-yourself contest that requires consumers to download, construct and design their own paper bag.

The “Cut & Craft” campaign showcases the Bamboo, Jackie and Stirrup handbags by giving consumers a paper pattern to create their own version. The label is hosting a contest on a Facebook application to give users the chance to have their bag shown to creative director Frida Giannini and featured as the cover image on Gucci’s Timeline ([see story](#)).

Though it could seem that Gucci is spreading itself too thin, another way to look at it is that the brand is seeking control over all of its social properties online.

This strategy can be effective for marketers that want to keep up the luxury image on channels where consumers have a lot of control over brand content.

“Luxury brands are known for their tremendous investments in the quality of their visuals,” Ms. Ziv said. “It is great seeing a brand of such caliber as Gucci recognizing the power of social sharing when it comes to its visuals.

“Its strategy to encourage sharing is a smart departure from the old days when luxury brands were opposed to the idea of users distributing their content online,” she said. “These days they seem to finally embrace it and even encourage, as we can see from this campaign.”

Final Take

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