

MULTICHANNEL

Tod's exec: Affluent males prefer email, partnership marketing

October 18, 2012



By TRICIA CARR

NEW YORK – A Tod's executive at the Luxury Interactive 2012 conference said that affluent males are twice as loyal as female consumers and can be reached best via email, brand partnerships and a lifestyle-based digital marketing approach.

[Sign up now](#)

[Luxury Daily](#)

During the “Effectively Profiling and Marketing to the Luxury Spending Gentleman of Today” session, the executive discussed the key distinctions of male behavior such as repeat shopping, purchasing multiples of the same product and objectively choosing items. Though Tod's is relatively new in the digital space, the brand has been using the channel to target its 50 percent male audience through gender-specific email and lifestyle campaigns.

“There is a male-shopping DNA,” said Barbara Bisoni, senior ecommerce director at **Tod's**, New York. “They do not change their styles as much as women do.

“It is a more classic approach,” she said. “They stay with us year after year after year.”

Masculine measures

Affluent male consumers are behaving differently than female consumers online.

“Men buy, women shop,” Ms. Bisoni said. “Men have a very targeted approach, and we give a curated and edited point of view, even on our product pages and in how many products we are featuring.”

Male consumers tend to get overwhelmed if there are too many choices. Therefore, Tod’s offers its most relevant seasonal products to its male audience.

“You are trying to bring them in to focus, whereas women are going to be looking around and sharing more,” Ms. Bisoni said.

Moreover, male consumers are more apt to respond to email.

“Our male client is more engaged and responsive to email than our female client,” Ms. Bisoni said. “The open and click-through rates are higher via email.”

Instead of a generic email to its entire list, Tod’s personalizes emails for male consumers. For example, the brand sends male-specific seasonal emails rather than a general announcement of a new collection.

Tod’s has found that male email recipients seem to appreciate the attention from the brand.



Barbara Bisoni of Tod's, left, at Luxury Interactive 2012 in New York

Heritage for him

Specifically for its male customers, Tod’s created the Italian Portraits campaign that focuses on Italian men of quality and elegance so that they could feel immersed in the lifestyle package.

This campaign soon transitioned from just a book and Milan-based event to a digital- and mobile-based program.

Each male personality is showcased with video, images and a story.

“We used it as a way to go in and talk to our male consumers in a very dedicated way,” Ms. Bisoni said.

There is a section of Tod’s Web site where consumers can see the campaign as well as an iPad application ([see story](#)).

Tod’s also collaborated with Condé Nast’s GQ to spread the Italian Portraits campaign.

The publication reposted some of the stories on its Web site and linked back to Tod’s ecommerce site so that consumers could purchase the shoes featured in the images.

Meanwhile, another brand partnership with automaker Ferrari helped Tod’s reach its male audience.

An email campaign with Ferrari generated a huge response.

“Partnerships take us outside and cause a little bit of excitement,” Ms. Bisoni said.

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.