

INTERNET

Louis Vuitton personalizes Facebook marketing through notifications

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By TRICIA CARR

French label Louis Vuitton is sharpening its Facebook strategy for the multichannel L'Invitation au Voyage campaign through personalized notifications to its application users that ask them to watch a behind-the-scenes video.

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Luxury Daily

Users received a Facebook notification Nov. 26 that included their first name in the message. The notification lead them to the L'Invitation au Voyage app where the 85-second video is now available.

“Sponsored notifications have been a somewhat controversial medium, facing criticism from users because of their intrusiveness,” said Yuli Ziv, founder/CEO of [Style Coalition](#), New York. “Therefore, it is a bit of a risky move for a brand so protective of its image.

“As luxury brands focus more efforts on creating aspirational video content, the competition for viewers’ attention becomes stronger,” she said. “Cartier established a high bar with its L'Odyssée video earlier this year, gathering 16 million views.

“This must put lots of pressure on luxury marketers.”

Ms. Ziv is not affiliated with Louis Vuitton, but agreed to comment as an industry expert.

Louis Vuitton did not respond before press deadline.

Feature film

Louis Vuitton chose to notify users of the L'Invitation au Voyage Facebook app Nov. 26 about the behind-the-scenes video that premiered last week.

The notification started with the user's first name followed by the statement, "discover the Behind the Scenes video of L'Invitation au Voyage now!" It linked to the campaign app where the full commercial and behind-the-scenes video are available.



Notification

The latest video shows campaign model Arizona Muse being filmed for the project at various locations in Paris. The black-and-white silent video is set to music.

Embedded Video: http://www.youtube.com/embed/_wEfTY5qgCE

Behind-the-scenes video

Louis Vuitton also grabbed the attention of Facebook users through a sponsored post that drew them to the app at the time of its launch.

The app is where the digital premiere of the full L'Invitation au Voyage video took place.

The label asked its fans to "accept the invitation." Users had to sign into the app with their Facebook account.

Then, the app greeted users with a personalized message that said, "Dear [user], Louis Vuitton invites you to the worldwide premiere of the film L'Invitation au Voyage happening in ..."

Below the welcome message was a countdown to the premiere and a 10-second teaser.

Changing the channel

The L'Invitation au Voyage campaign is the subject of Louis Vuitton's first television commercial, but it is also part of a multichannel brand awareness campaign ([see story](#)).

The L'Invitation au Voyage commercial aired Nov. 11 during Showtime network's Homeland at 10 p.m. Eastern Time.

Embedded Video: <http://www.youtube.com/embed/0-JgJGU5wXo>

Commercial

Louis Vuitton showed the L'Invitation au Voyage social video for the first time on Facebook that same day via the app.

The label also teased the campaign through social media, its Web site and print advertising.

For instance, a L'Invitation au Voyage ad takes up the back cover of the December issue of Vanity Fair.

An ad also ran in the Nov. 8 issue of The Wall Street Journal on page A5 of the main news section.

Louis Vuitton is certainly broadening the reach of its new campaign by using multiple marketing channels. Its latest Facebook effort seems to align with a mass-market approach.

“While there is a value for a luxury brand of being a marketing pioneer, I wonder if this particular feature fits the luxury brand perception,” Ms. Ziv said. “Louis Vuitton is one of those fortunate brands that has passionate followers who are emotionally connected to the brand.

“It needs to focus on continuing to create inspiring content, engaging with fans and leading meaningful conversations, not experimenting with pushy marketing techniques,” she said.

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York