

MULTICHANNEL

## Ralph Lauren targets affluent holiday shoppers via multichannel campaign

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By ERIN SHEA

U.S. lifestyle label Ralph Lauren is targeting affluent holiday shoppers through a multichannel campaign that includes social media, print and digital efforts.

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The brand is promoting its brightly-colored holiday gift collection through multiple platforms while still remaining true to its equestrian and lifestyle DNA. A multichannel campaign such as this one can help a brand stay top of mind during the holiday season.

“The strategy behind a multichannel campaign is not only to reach as many people as possible in one fell swoop, but also to say something bold and new about the brand,” said Adriana Estrada, account director at [Siegel + Gale](#), New York.

“A multichannel campaign is a big investment and the payoff needs to be pretty big,” she said. “If the campaign is successful, the brand will gain both sales today and increased awareness tomorrow.”

Ms. Estrada is not affiliated with Ralph Lauren.

[Ralph Lauren](#) did not respond by press deadline.

Holiday express

Earlier this season, Ralph Lauren showed off its holiday 2012 collection through attention-grabbing header, banner and side bar advertisements on the New York Times Web site.



*Ralph Lauren New York Times ads*

The ads featured select 2012 Ralph Lauren holiday items in a video and image gallery. A click-through on the banner ad takes users to the Ralph Lauren Holiday 2012 Web site to see the collection or locate a store.



*Holiday gifts Web site*

When consumers access the New York Times Web site, the interactive Ralph Lauren ads start to play a video that shows a train delivering Ralph Lauren gift boxes.

The ads allow consumers to briefly browse through the holiday collection while staying on the New York Times Web site once the video has ended ([see story](#)).

The brand also took out ad placements in various January issue magazines including Condé Nast's Vogue, WSJ. Magazine and Architectural Digest.

The brand has mentioned its holiday collections through its Facebook page as well.

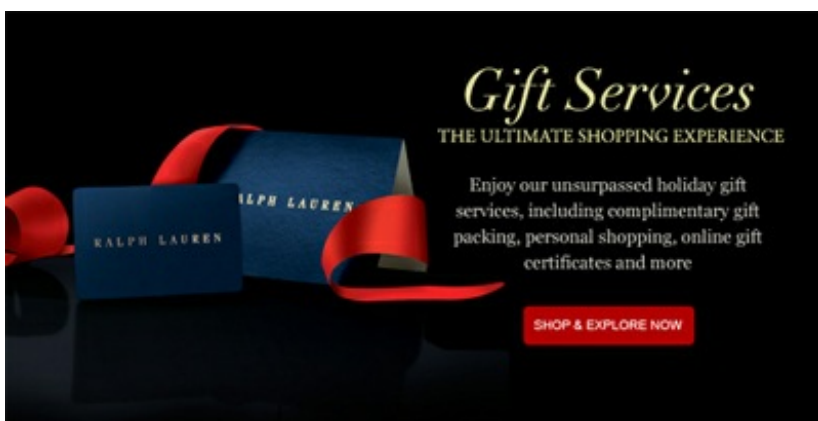
Ralph Lauren dedicated several image posts and its cover image to the holiday collection.



### *Ralph Lauren Facebook page*

In addition, the brand also pushed the holiday gifts through email blasts. The emails even targeted last-minute holiday shoppers with the subject line of "Find The Perfect Last-Minute Gifts Under \$150."

The email also offered special gift services that include complimentary gift packing and personal shopping.



### *Ralph Lauren email*

"I think brands choose Web sites and outlets where their core customers are going to be, as well as the aspiring consumer," Ms. Estrada said. "Luxury brands pick the sites in places where they want to be seen, kind of like picking the right party to go to."

"A brand wants to associate itself with brands and Web sites of the same ilk and who share consumers," she said.

### *Brand overload*

Ralph Lauren is one of many luxury marketers that heavily pushed a multichannel campaign during the busy holiday season.

For instance, French jeweler Cartier targeted last-minute holiday shoppers through email blasts as a final push for the multichannel Winter Tale campaign that it spread via online and print mediums.

The brand has sent out multiple emails to drive ecommerce and keep the brand top of mind for late shoppers. Also, Cartier released a Winter Tale video at the start of the holiday shopping season and has continued the winter theme throughout its multichannel holiday efforts ([see story](#)).

British marketer Burberry, for its part, rounded out its product-focused holiday efforts through a musical, animated social video that pushed the luster of its most technologically-advanced flagship store in London.

The label shared an 80-second video greeting card on a holiday microsite and via its social media channels that depicts “a festive night” inside the Burberry boutique at 121 Regent Street, London. Burberry is encouraging its fans to share the video as well ([see story](#)).

With multichannel campaigns, brands are typically looking to target a variety of consumers in their audience.

But on every platform, brands want to engage current and new customers in a dialogue and create different experiences, Ms. Estrada said.

“Looking at a magazine is a different brand experience than engaging on Facebook,” she said.

“On Facebook, a consumer can comment and be heard by the brand, which is what consumers want today.”

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/ouwGdIZuuhU>

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