

MULTICHANNEL

Webinar on Jan. 22: Holiday marketing recap: What worked, what didn't and lessons learned

January 9, 2013



By STAFF REPORTS

[Please click here to register for the free webinar, "Holiday marketing recap: What worked, what didn't and lessons learned"](#)

The 2012 holidays marked a turning point in the history of luxury marketing with the increased inclusion of social media campaigns, online and mobile efforts conducted on smartphones and tablets than in years past. This free, hour-long webinar tracks luxury marketing's progress over the holidays, lessons learned, left-field surprises and best practice for 2013.

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Luxury Daily

Luxury retailers, brands and marketers deployed multichannel advertising and marketing campaigns and programs to drive sales to stores, mobile destinations, online or on phone. Indeed, major luxury marketers pulled out all the stops – social media, emails, print campaigns, catalogs, outdoor ads, smart store windows, online ads, QR codes, mobile banner ads, rich media, search, geotargeted efforts, mobile Web, applications, promotions, collaborations and video – to attract holiday-oriented consumers.

"While the holiday season is not make-or-break for most luxury brands, it does offer them

a chance to be at their festive best with eye-catching marketing,” said Mickey Alam Khan, editor in chief of Luxury Daily, New York. “This past holiday season didn’t disappoint. Luxury retailers and brands ran campaigns that were noteworthy for their messaging, targeting and product offering.

“Of course, the addition of marketing and commerce over tablets and smartphones, aided by social media, is changing the rules of the game,” he said. “Indeed, nimble is the name of the game.”

So how did luxury marketers, retailers, brands, agencies and publishers target consumers in the 2012 holiday season with their marketing and retail efforts? What would they not do again and what would they repeat? What surprised them most?

To answer key issues, Luxury Daily has put together a free webinar on Tuesday, Jan. 22 at 2 p.m. to 3 p.m. ET with participation from senior executives at McCann Truth Central, MRL Communications and iProspect.

Luxury Daily editor in chief Mickey Alam Khan will moderate.

[Please click here to register.](#)

Topic

Holiday marketing recap: What worked, what didn't and lessons learned

Date and time

Tuesday, Jan. 22 at 2 p.m. to 3 p.m. ET

Focus

A recap of how luxury brands, marketers, retailers, agencies and publishers deployed smart marketing strategy and tactics over the 2012 holidays, what went right and what could have been done better, surprises encountered and best practice for 2013.

Themes

- ☒ What was the biggest surprise this past holiday season for luxury advertising and marketing?
- ☒ What did luxury retailers and marketers get right with marketing in the 2012 holidays?
- ☒ Luxury retailers and brands that took full advantage of mobile and social during the holiday season
- ☒ Popular holiday marketing strategies to drive store, online and mobile commerce sales. Tactics and channels that work and do not work
- ☒ The role of discounting this holiday season
- ☒ Lessons learned from 2012
- ☒ Best-practice tips

Panelists

Molly R. Leis, principal, MRL Communications

India Wooldridge, vice president and deputy director, McCann Truth Central

Andrea Wilson, director of digital strategy and luxury practice lead, iProspect

Moderator

Mickey Alam Khan, editor in chief, Luxury Daily

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