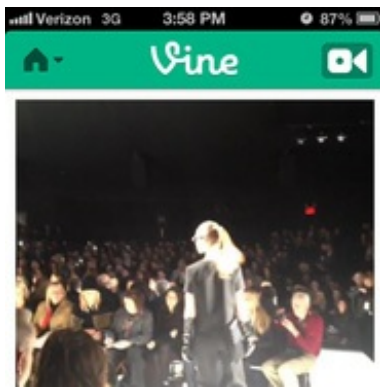


MOBILE

## Should luxury marketers climb on the Vine?

February 20, 2013



By ERIN SHEA

Luxury marketers are getting on board with the new social-mobile application Vine, but they should first realize how to make the most of the tool.

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**Luxury Daily**

Vine is a mobile app owned by Twitter that allows users to film and share short looping videos and has been gaining steam with social media mavens since its Jan. 24 launch. Luxury marketers should realize that it is more of a tool to create content rather than a platform to share it.

“Video, especially short video, is great in social media, across all the major platforms,” said Marko Z. Muellner, vice president of marketing at [ShopIgniter](#), Portland, OR. “Content and context are the new black.”

“Not only are Vine videos new and generating buzz, but the format forces a new type of creativity,” he said. “A single Vine video may be fun, but a series of them covering an event or a collection could be very interesting.”

“I would recommend thinking less about Vine as a social network where consumers and marketers spend time and more of a tool for creating content that consumers might enjoy.”

## Social climbers

Vine operates as a mobile app that allows iPhone and iPod touch users to create short looping videos that can then be shared on Facebook or Twitter. It is free to download.

Marketers and consumers are able to create short engaging videos that can be easily shared and watched multiple times.

Vine could become a big marketing tool since social videos are a great way to engage consumers.

“Vine is a starter, a catalyst, just enough to give people a brief, six-second idea of what your brand does or can be,” said Jeff Barrett, president/CEO of [Status Creative](#), Grand Rapids, MI.

“It is an attention grabber, but it cannot stand alone,” he said. “It needs to be the gateway to a much larger campaign of effort.

“Use it as a teaser or glimpse to that much larger campaign and strategy.”

Luxury marketers will have to step up their level of creativity to keep generating ways to market brands and products in a six-second social video.

“Developing a content strategy around this could be interesting and requires some creativity,” ShopIgniter’s Mr. Muellner said. “Dive into the content, see what the most popular users and brands are doing and apply the best aspects of their efforts.

“But do not expect instant virality or brand awareness just because you are on Vine,” he said.

“For marketers, I think it will be an interesting place to play, but I cannot imagine it will deliver reach and frequency or tangible business results any time soon.”

Luxury marketers that are looking to get involved with Vine should make use of it through their other social media platforms, but they should also be aware of their audience’s social media habits.

“Use as many channels as possible,” Status Creative’s Mr. Barrett said. “Make sure you are using the channels that your customers frequent.

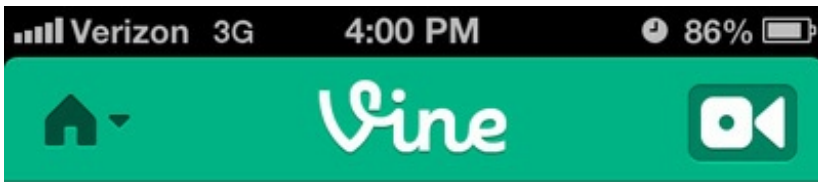
“Analyze how your customers want to receive information, find them there, deliver interesting content that stops them in their tracks,” he said.

## Early birds

Some luxury marketers have already engaged with Vine through social media.

For instance, many luxury apparel and accessories brands jumped on Vine to promote shows and collections during New York Fashion Week.

The Council of Fashion Designers of America took Vine videos throughout many of the shows at New York Fashion Week.



CFDA

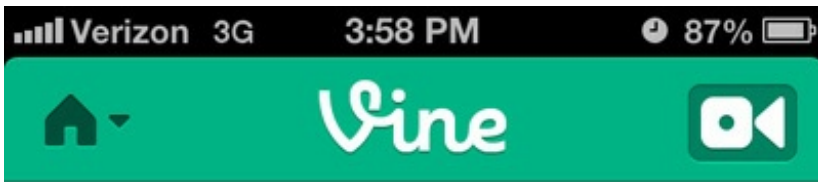
8d

Leather and fur at @belstaff

16 people like this

*CFDA uses Vine at Belstaff show*

Also, U.S. fashion house Michael Kors made use of Vine to promote its show and new collection.



**Michael Kors**

6d

Bright lights, fast city...

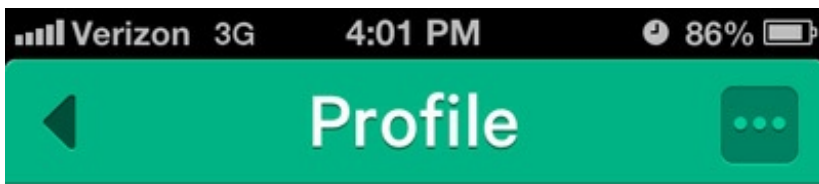
[#AllAccessKors](#) [#NYFW](#)

95 people like this

*Michael Kors uses Vine during New York Fashion Week*

Additionally, U.S. fashion label Rebecca Minkoff put attendees of its New York Fashion Week show Feb. 8 front and center in the social conversation through a live Twitter backdrop ([see story](#)).

The brand also created a lot of Vine videos before, during and after its show.



Rebecca Minkoff

11d

The #rmfall Vine Walk finale  
#nyfw

55 people like this

*Rebecca Minkoff shows behind-the-scenes with Vine*

Uncharted territory

Just with any other new platform, marketers should make sure to completely understand its uses and hone their intentions before getting on board.

The videos that can be created through Vine could be more trouble than their return on investment.

“Marketers need to keep in mind the limitations of this short, real-time medium,” said Yuli Ziv, founder/CEO of **Style Coalition**, New York. “Attractive six-second videos are much more complex to create than it might look like.

“With Instagram, everyone could look like a professional photographer,” she said. “Vine requires a bit more planning and creative expertise.

“Just like any social platform, experimentation is key to finding a brand’s unique voice, with Vine it might just take a big more effort.”

Also, the fact that Vine is only accessible through the mobile app and the videos are only

accessible through shared links may inhibit the number of users it actually has.

Instagram solved part of this issue by creating a Web homepage so that the images could be viewed through an Internet browser, which helped the marketers using the platform.

Social media platform and image-sharing mobile app Instagram is allowing luxury marketers to reach a wider demographic of users through a comprehensive profile layout.

Instagram announced the new profile layout in November via its online blog and emails to users telling them that all accounts will be given a new profile online at Instagram.com.

The decision to make online profiles came from user requests, according to the mobile platform ([see story](#)).

“Just like Instagram in the early days, Vine does not have a Web destination yet, making it harder for people outside the app to discover its content,” Ms. Ziv said.

“Also, while having a pretty large group of early adopters, Vine is not a mainstream platform yet,” she said.

“My advice to luxury marketers would be to look at Vine as a new platform to create content for, rather than a daily tool they have to use to stay relevant.”

Final Take

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

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

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