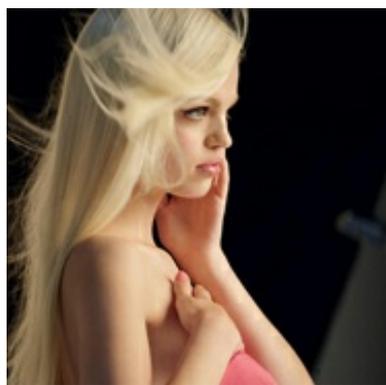


INTERNET

Dior parades exclusive colors via one-day Twitter activation

March 28, 2013



By TRICIA CARR

Christian Dior exhibited the colors seen backstage at its runway shows in a day-long Twitter campaign that was staged with the #IconicColors hashtag.



The French fashion house shared image and text posts via Twitter that hinted at a soon-to-launch makeup line. The campaign took place exclusively on Twitter, but was teased with YouTube commercials that Dior shared with its social followers.

“Judging by the amount of retweets in the first couple hours – 1,359 according to Hashtracking.com – Dior followers are responding really well to the idea,” said Yuli Ziv, founder/CEO of [Style Coalition](#), New York.

“A crucial part of the campaign's success were the early teasers released a few days prior, which kept the followers intrigued,” she said. “The teasers were posted on multiple social channels, such as YouTube, Facebook and Twitter, and allowed the brand to maximize their reach.”

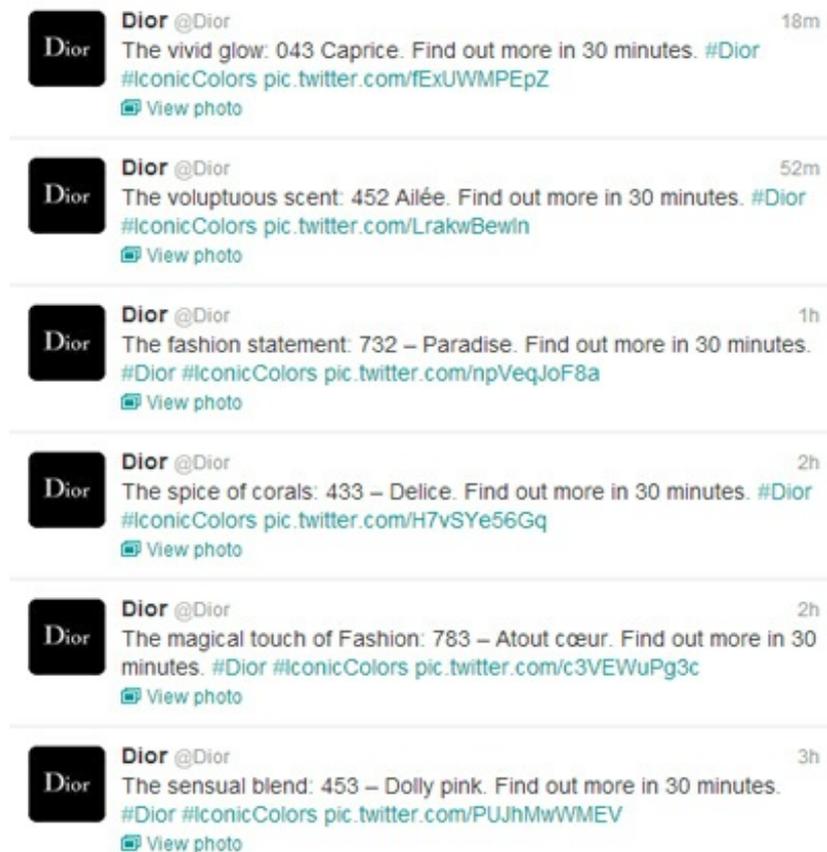
Ms. Ziv is not affiliated with Dior, but agreed to comment as an industry expert.

Dior did not respond by press deadline.

Pop of color

The fashion house kept up the momentum on its Twitter account March 27 with the #IconicColors campaign.

Every 30 minutes, Dior posted one exclusive brand color accompanied by an image of a makeup look or an apparel or accessory item. The brand described each color in a few words and provided its name and number.



Tweets

Dior tapped model Daphne Groeneveld for the makeup images. She previously worked with the brand to launch its Dior Addict fragrance ([see story](#)).

Other images were fashion illustrations or photographs of apparel and accessories.

The campaign began with the tweet, “Christian Dior said «A touch of color is enough to change your appearance.» #Dior #IconicColors” to briefly tell consumers why color means so much in the fashion industry.

The first color presented in the campaign was 643 Diablotin.

The post stated, “The seduction of reds: 643 – Diablotine. Find out more in 30 minutes. #Dior #IconicColors.” Attached was a fashion illustration on which the model wore lip color in Diablotin.



Twitter image

Another tweet said, "The pop addiction: 063 – Fascinante. Find out more in 30 minutes" and included an image of Ms. Groeneveld wearing bright pink nail polish.



Twitter image

Later that day, the label announced that Ms. Groeneveld would be the face for the new Dior Addict Gloss and posted a video and images of the campaign

Dior seemed to be connecting the dots between its collections and makeup line to enlighten consumers on how the beauty products are created to be worn with its apparel and accessories.

Embedded Video: <http://www.youtube.com/embed/BIxSDYyb-oc>

Dior Addict Gloss video

Days before the Twitter activation, Dior teased the #IconicColors campaign with two YouTube commercials.

Embedded Video: <http://www.youtube.com/embed/WN4SRSgiUEU>

Teaser No. 1

The videos showed Ms. Groeneveld at the photo shoot for the campaign. At the end, consumers were told to follow the hashtag March 27.

Embedded Video: <http://www.youtube.com/embed/68dDfSsjeGU>

Teaser No. 2

The visual aspects of the #IconicColors campaign likely drove engagement, per Christine

Kirk, CEO of [Social Muse Communications](#), Los Angeles.

"Twitter is a great platform for pushing visual content, and while the text of the tweets with the hashtag #IconicColors isn't that compelling, the photos included in each tweet are visually engaging and elegant, communicating the luxuriousness of the brand," Ms. Kirk said.

"Given the huge amount of visual content, both in photography and online videos, that Dior created for this campaign, any social media channel with a visual focus would yield them the same results," she said. "For example, Pinterest and Instagram are photo-sharing social networks that would have also worked well for this campaign.

"Of course, Twitter and Facebook have a higher number of users than either Pinterest or Instagram, which allows Dior to get in front of a broader audience with this content."

Fashionable tweets

Twitter provides a unique platform for luxury marketers to post quick messages to consumers as often as they want.

As with all social platforms, the campaigns that are most effective are tailored to the channel.

"Twitter is a great channel for releasing quick scheduled updates, as people are tuning in and out throughout the day and may catch part of the conversation and join at any time," Ms. Ziv said.

"They can also easily follow it via the hashtag, which creates a unique story written by both the brand and the followers," she said.

Louis Vuitton also recently enacted a campaign exclusively through Twitter.

The French label joined the social marketing efforts for its women's Mini Icons handbag collection and new men's accessories through a love poem Twitter campaign.

Items in the women's and men's collections conversed via Twitter by writing mini love poems to each other ([see story](#)).

Twitter campaign such as these can keep up consumer interest in collections before, during or after their launch.

"It's important for any brand to keep their followers excited for their message and products," Ms. Ziv said. "There was an inspirational aspect to Dior's initiative as we are thinking about spring colors.

"By simply brightening someone's day and telling a color story, Dior created emotional connection with their followers, which is crucial for luxury brands in the age of social media," she said.

Final Take

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