

INTERNET

## Top 10 luxury brand social marketers of Q2

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By ERIN SHEA

Luxury marketers used social media to create dialogue and immerse enthusiasts in their brands during the second quarter of 2013.

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**Luxury Daily**

Marketers found new ways to captivate followers and keep them interested in brand initiatives through a variety of social media campaigns. The campaigns that seemed the most successful were the ones that encouraged consumers to engage with the brand and share information via their own social media profiles.

Here are the top 10 luxury brand social marketers of the second quarter of 2013, in alphabetical order.

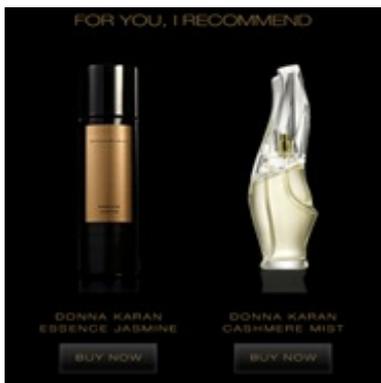


Dolce & Gabbana - Italian fashion house Dolce & Gabbana pushed the brand lifestyle to its more than 6 million Facebook fans through a social media campaign for its Light Blue fragrance.

The Facebook app allows consumers to get the full experience of the fragrance without actually testing it through descriptions, images and video. Dolce & Gabbana likely pushed this fragrance to hook younger consumers and convert them into brand enthusiasts.

On the Light Blue app, consumers can download an advertising image for their own Facebook cover image or for a desktop, watch the commercial and the backstage video and view details on the fragrances.

Also, the app gives a quick overview of the aromas in the fragrances.



Donna Karan - U.S. label Donna Karan aimed for fragrance sales through a social quiz on the brand's Facebook page that found the best scent based on the consumer's personality.

The Scent Finder Facebook app guided consumers through a seven-question quiz to find a fragrance that matches the consumer's personality or another person's. Since fragrance marketing can be difficult without the sense of smell being involved, this quiz allowed consumers to get a feeling for the fragrance without going to a physical store.

The quiz asked consumers to choose things they cannot live without, their fantasy holiday, their favorite culinary treat, their favorite texture, what music they listen to, how they want their fragrance to make them feel and their favorite scent to determine which fragrance was a good fit.



Ermenegildo Zegna - Italian menswear label Ermenegildo Zegna looked to attract savvy consumers with its first Tumblr channel that showcases words of meaning to brand designer Stefano Pilati.

The Tumblr-based gN Project was developed as a collaboration between the brand and Matt Mason, author of “The Pirate’s Dilemma” and executive director of marketing at BitTorrent. Each Tumblr post is a mix of video and images that take an abstract approach to sharing the words that serve as Mr. Pilati’s inspiration.

The gN Project is housed at <http://gn-project.tumblr.com>. It aims to give consumers a mysterious look at Mr. Pilati's thoughts and inspirations.

The Tumblr services two purposes, according to the brand. It is a tutorial on the correct pronunciation of Zegna Group’s brands and a visual project that exhibits the vocabulary of Mr. Pilati.



Giorgio Armani - Italian fashion house Giorgio Armani kept the brand top of mind to a global audience with a digital campaign for its One Night Only Roma event.

Armani released new content each day for 16 days on a microsite before and after the June 5 event at Rome’s Palazzo della Civiltà Italiana, which was live-streamed on the site. The brand spread the fresh content via its social channels.

Content presented included a video prelude to the event; video interviews with celebrities who attended the event such as film director Giuseppe Tornatore and actors Raoul Bova, Alessandro Preziosi and Giorgio Lupano; a written interview with designer Giorgio Armani; and the live stream.

The site also allows consumers to view a feed of the #OneNightOnlyRoma hashtag on Twitter and Instagram, read about past One Night Only events and find the new boutique on a map of Rome.



Gucci - Italian fashion house Gucci is targeting young music enthusiasts through a Myspace page dedicated to its unisex Gucci Sync timepiece.

The collection is exclusively sold on various outlets online, including a page on Amazon that features a video and albums from artists who inspired the watches. The brand is aiming for connected, young consumers who are also being targeted by other luxury brands right now.

To promote the timepieces and the idea behind the Sync community, Gucci established a music-focused Myspace profile where consumers can connect and share ideas.

The Myspace profile is an online community that features artists and photographers showing off the Gucci Sync timepieces and lifestyle.



Land Rover - Land Rover North America celebrated its more than 1 million Facebook fans with a social video that paid homage to its customers.

In the 76-second video, the automaker showcases its vehicles in a variety of settings and thanks fans for making the brand a part of their lives.

The Land Rover USA Facebook page announced that it reached 1 million fans May 15 by posting the video on its Facebook page.

The short video was created in a paper-animation style that includes a medley of images of Land Rover vehicles and images from fans.

The video shows various pieces of paper that give a short sentence of how Land Rover's fans have involved the brand in their lives. In between the shots of the paper, there are clips that incorporate fan images into the Land Rover vehicles.



Marc Jacobs - Marc Jacobs Intl. exposed its World of Marc to brand enthusiasts through a social video contest to win an exclusive photo shoot with photographer Brian Bowen Smith in Los Angeles.

Consumers had to create a video on YouTube and submit it via Twitter to enter the contest. In addition to giving away a valued prize for Marc Jacobs fans, the brand also created a social conversation through the platforms it used for the contest.

To enter, fans had to create a video telling the brand why they should come to Los Angeles to participate in the photo shoot and various activities.

Once the video was created and uploaded to YouTube, consumers had to tweet the video link to @marcjacobsintl and @brianbowensmith with the hashtag #MJinLA.



Mercedes-Benz - Mercedes-Benz USA is opening up the brand to a younger consumer group with promotions for its CLA model, which has a sticker price of less than \$30,000.

The CLA Project is part of the social video marketing efforts that Mercedes is using to push its new CLA vehicle, which will be available in dealerships in September. For this project, Mercedes is working with filmmaker Casey Neistat to create a commercial that will resonate with Generation Y.

Mr. Neistat's four films that show his process of creating a commercial for the CLA are slowly being released on his YouTube. The first was released April 1 and the second May 13.

The first video is the explanation part of the series. In the three-minute video, Mr. Neistat explains his connection to the Mercedes brand and his plans for the CLA Project.

The second video runs more than four minutes and shows Mr. Neistat's research process in making the CLA commercial. This video was shared through Mr. Neistat's social media profiles, including his Twitter account where he used the hashtag #CLAproject. Mercedes-Benz USA also retweeted Twitter users who included the hashtag in tweets.



Raymond Weil - Swiss watchmaker Raymond Weil showcased its expertise with a

classical music-themed campaign that comprised a microsite, film and social efforts.

The campaign titled “Precision is my Inspiration” showed the brand’s connection to music and the similarities between music and watchmaking. In addition to launching the microsite, the brand pushed the campaign on social media with the branded hashtag #RWinspiration.

The microsite for the campaign is <http://inspiration.raymond-weil.com>.

On the site, consumers can view the film, explore and share still images, explore insights from brand executives and download digital content.



Tiffany & Co. - Jeweler Tiffany & Co. revealed pieces from its 2013 Blue Book Collection exclusively to its Facebook community in a daily campaign.

Starting in April, the brand gave its fans an up-close look at one piece from the Blue Book catalog a day before it was mailed out to its list.

The “Blue Book” Facebook app was the hub of the campaign.

Each piece of jewelry was showcased with images and facts about the item, its history and the inspiration.

Accompanying the main image was a moving image that showed a 360-degree view of the ring and a drawing of a flower that was meant to signify how Tiffany designers take inspiration from nature.

Tiffany promoted the Blue Book campaign with posts across its social media channels that lead to the Facebook app.

Final take

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Embedded Video: [//www.youtube.com/embed/qzrV2nH47PQ](http://www.youtube.com/embed/qzrV2nH47PQ)