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Top 10 luxury brand digital campaigns of Q2

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By ERIN SHEA

Luxury marketers embraced a number of digital technologies to give consumers the ability to virtually interact with their brands during the second quarter of 2013.

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Many luxury marketers fostered positive brand experiences through digital platforms by allowing consumers to play games, personalize their own stories and products and be inspired by shoppable videos. The most effective campaigns were those that did not overwhelm consumers with a large amount of content, but gave them a clear path to explore the brand.

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



Audi's "Iron Man 3" comic book - Audi of America raised awareness for its product placement in the "Iron Man 3" feature film by creating an engaging digital comic book in collaboration with Walt Disney Co.'s Marvel.

The German automaker and Marvel invited consumers to become co-creators of an Iron Man comic book by letting them vote on different paths that the main character could take and design their own ending. Consumers in the United States who made their own comic strip panel could submit it to Marvel to win prizes.

When consumers would visit the Steer the Story microsite at <http://www.steerthestory.com>, a video on the main screen gave an overview of the comic book and explained their role in the making of the story.

In order to vote, consumers needed to select an option for the story to continue and then share it on Facebook, Twitter or Google+.

Consumers could track the progress of the story through the hashtag #SteerTheStory.



Burberry Kisses campaign - British fashion house Burberry engaged consumers in branded peer-to-peer communications through a partnership with Google where users could send love notes around the world.

The label created a microsite for the Burberry Kisses campaign that allowed consumers to send and view notes that have been sent. Burberry was likely aiming to convert its followers' closest companions to brand enthusiasts.

The microsite can be viewed only by mobile users and Google Chrome users at <http://kisses.burberry.com>.

To send a kiss, consumers could click on "Capture your kiss," which initiated the camera device on a phone or PC to capture the kiss through video technology.

Next, consumers would fill out the recipient information by typing in the receiver's email address and location or by using their Google+ profile.

Once consumers sent their kiss, they were taken through a quick video journey of the envelope as it traveled throughout the city and onward to the recipient. The site notified senders once their kiss had been opened.

Senders were able to share their kiss through Facebook, Twitter and Google+ as well.



Cartier's Paris Nouvelle Vague video series - French jeweler Cartier sought to raise consumer emotions for its newly revamped Paris Nouvelle Vague collection through a series of short films that give a different sensation for each product.

The seven, 60-second films each give an emotion and attitude to a ring in the French jeweler's collection.

Cartier revamped its Paris Nouvelle Vague collection, which it kicked off with an in-store installation in its New York boutique. The jeweler continued the promotions through the videos to give the collection more exposure.

All seven of the videos use the same song "I Love Paris," which was originally written by Cole Porter.

Each video uses a version of the song with a different tempo to show the emotion associated with each piece.

Consumers can click on the video to stop it at any point and view details of the product shown.

The short films are available at

<http://www.cartier.us/collections/jewelry/collections/paris-nouvelle-vague>.



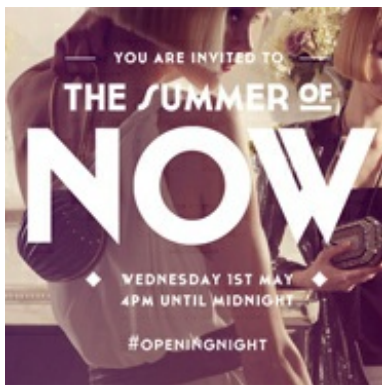
Ferragamo's Vara shoe campaign - Italian footwear and apparel maker Salvatore Ferragamo celebrated the 35th anniversary of the label's iconic Vara shoes with its first custom offering and a digital photography campaign.

The L'Icona digital project featured 21 modern women who each wear a custom pair of Vara or Varina shoes in pictures taken by fine art photographer Claiborne Swanson Frank.

The microsite at <http://icona.ferragamo.com> is the core of the L'Icona digital campaign. It contains all photographs, the campaign video and links to purchase custom Vara or Varina shoes.

For the first time, consumers can customize their own pair of Vara or Varina shoes for \$550 each with an online tool. Ferragamo offers the shoes in colors such as Blu Scuro, Lava, Acqua, Rosso and an exclusive seasonal print.

Each woman featured in the L'Icona campaign wears a custom pair of Vara or Varina shoes, their own wardrobe and their other favorite Ferragamo pieces. The brand released one image per day for 21 days.



Harrods' "Opening Night" event - London department store Harrods looked to boost traffic and sales on its ecommerce site May 1 through the "Opening Night" online event that kicked off its summer campaign.

With one physical location, Harrods is often thought of as a tourist destination for consumers who do not live in commuting distance of the store. But the "Summer of Now campaign," in addition to past efforts that drew international attention to its ecommerce site, could propel Harrods.com as a go-to shopping and content channel.

The Summer of Now virtual shopping event offered attendees flash sales, giveaways and gifts with purchase for one night only to gear them up for summer.

The eight-hour event coincided with Harrods' month-long Great Gatsby in-store takeover. The windows showcased Baz Luhrman's film adaption and inside, consumers could visit the cocktail and jazz pop-up bar.

Harrods began to tempt consumers to sign-up for email updates on the online event last week by releasing an invitation via email and social media. It told recipients to visit <http://harrods.com/openingnight> and follow the event via the #OpeningNight hashtag.



Hermès Rallye 24 online game - French leather goods and scarves maker Hermès pushed its race track-inspired porcelain tableware line Rallye 24 by integrating it in an online game.

The game was named for the new tableware collection that incorporates classic racing colors such as yellow, green, red, blue and black, as well as a curved graphic that represents the oval shape of a track. In the game on Hermès' Web site, consumers can navigate around Rallye 24 items on a virtual track with their vegetable game piece.

Consumers can play the Rallye 24 online game at <http://hermes.com/rallye24>. Or, they can navigate to the gaming platform via Hermès' main site and social media channels.

First, players must choose their "speedster" or playing piece – a pear, strawberry, pickle, pepper or eggplant on wheels – and their racing course.

During the game, players control their speedster with the arrow keys on their computer's keyboard. They must navigate around pieces from the Rallye 24 collection and gather mushrooms that are spread throughout the course.

After consumers cross the finish line, their speedster lands on a plate or platter from the collection. Consumers can play again or challenge a friend.



Hugo Boss' shoppable video - German label Hugo Boss was aiming to bolster sales and awareness of its summer 2013 collection through a shoppable video for its Shanghai Affairs campaign.

The label bundled many products into the video with full shots, logical transitions and plenty of time for consumers to decide on a purchase all while maintaining a plausible scenario. Even if consumers do not wildly clutch at the video's offers, it still provides a strong outlet for advertising and demonstrates to consumers that the company is staying

abreast of digital trends with original content.

Rather than flipping through a Web site one item at a time, the video compiles the products into a short film and allows consumers to investigate items according to their desires.



Mercedes' CLA project - Mercedes-Benz USA is opening up the brand to a younger consumer group with new 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.

The automaker asked Mr. Neistat, a 32-year-old filmmaker with a large social media following, to create an ad that would speak to him as a consumer.

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.

Mr. Neistat will release two more videos on the CLA project before the vehicle debuts in showrooms.



Michael Kors' "What's in Your Kors?" - U.S. label Michael Kors is propelling ecommerce through a fan-inspired digital campaign titled "What's in your Kors?" that focuses on fashion accessories for certain holidays and allows consumers to shop selected items.

The millennial-focused initiative incorporates DestinationKors.com, Instagram and Twitter and shows off items that consumers can immediately purchase from the brand's Web site and stores.

The first post was dedicated to Fourth of July by focusing on red, white and blue items in four different images. New posts will be added to celebrate certain holidays.

When viewing images, consumers can hover over an image to bring up the item information and click on “Shop Now” to bring consumers to a page where the item can be purchased.

On Twitter and Instagram the brand is using the hashtag #WhatsInYourKors to inspire followers to contribute with their own holiday accessory suggestions.



Versace’s Versus - Italian fashion house Versace is targeting entry-level consumers with the launch of its Versus Versace Web site that offers content and ecommerce.

Versace counted down to Versus through its social media platforms to spread the word to its followers. With the launch of this rebranded collection, Versace is aiming convert young consumers into brand enthusiasts.

The label was building excitement for the rebranding of Versus through a comprehensive social media and digital campaign that counted down until the official launch and collection presentation May 15 in New York.

To prepare for the new line, Versus teased images of the collection and Web site through its social media feeds by sharing images of its models and close-ups of products.

On May 8, Versus launched a Google+ page where it began promoting a “hangout” session with Donatella Versace, chief designer of the Versace group.

The hangout video session took place live May 14 on its Google+ page. During the 27-minute session, Ms. Versace talked with Mr. Anderson and fashion bloggers from around the world about Versus.

The Versus Web site launched May 15. The site can be accessed at <http://www.versusversace.com>.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/i6xrm09zUSM>

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