

MULTICHANNEL

Seeking nominations for Luxury Marketer of the Year

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While the economy is on a slow mend, most luxury brands have shown their resilience and reported strong performance. There is no doubt that marketing is at the heart of efforts to keep demand for luxury products and services alive. So who was the smartest luxury marketer of them all?

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Luxury Daily

Readers are invited to nominate brand marketer candidates for Luxury Marketer of the Year, the most prestigious award in luxury advertising, marketing and media.

Each day we publish articles and case studies on the efficacious use of marketing for branding or customer acquisition or customer retention purposes. Some luxury marketers, on the advice of their ad agencies and marketing service providers, take more risks than others to push the envelope. It is from these ranks we would like to have the 2011 Luxury Marketer of the Year.

Criteria

What are the hallmarks of a good luxury marketer and hence a candidate for the top honor?

First, the marketer should have consistently made effective use of marketing for branding

or customer acquisition or customer retention or a combination of them. Case studies with high-resolution jpeg images to support will help.

Second, the marketer should have also incorporated online and mobile marketing into a multichannel plan. Online and mobile's role in giving legs to social media, print, television, radio, direct mail, catalogs, insert media and outdoor advertising is what makes interactive media the beating heart of consumer-friendly marketing.

Third, the marketer should have built a qualified database of respondents to online, mobile and offline media campaigns. Customer relationship marketing is the name of the game in luxury branding and direct marketing.

Fourth, the marketer should have achieved a high rate of response to campaigns on a consistent basis, thus proving deft use of calls to action and targeted marketing.

Fifth, the marketing creative should have been consistently outstanding, with the ads or imagery conveying the brand attributes and engendering high click-throughs or response rates.

Finally, the luxury brand should have shaped marketing this year, serving as a role model to peers and fellow marketers to up their game.

Overall, the marketing efforts should have maintained the luxury brand's equity without chipping away at the brand's mystique and allure.

At least, some of these attributes have to be part of the DNA of a smart luxury marketer. It is not about the budget, but the smart thinking with the appropriate use of marketing dollars for cross-channel marketing that also includes online and mobile marketing.

The idea is to give this honor to a luxury marketer which made effective use of marketing through creative execution and marketing offer to consistently generate a high response rate for marketing campaigns and outreach.

In other words, this marketer should have moved the needle for luxury marketing and the brand in 2011.

Only marketers - brand advertisers - qualify for nomination, not marketing campaigns, products or services.

Deadline is Dec. 20

All nominations should be accompanied by three pieces of high res jpeg creative examples of the luxury brand's work, along with a detailed description in a Word document of why that nominee deserves the honor. The yardsticks must be kept in mind.

This publication's staff will also submit their own board of candidates for Luxury Marketer of the Year.

A decision based on industry feedback combined with this publication's experience of interacting with the industry will lead to the nomination of contenders.

The winner will be announced at the end of this month.

Please headline your submissions “Luxury Marketer of the Year” in your emails to news@napean.com.

Agencies and marketing service providers can nominate their clients or others and marketers can nominate themselves or others.

Also, individuals can nominate others with whom they have no ties.

Multiple nominations are welcome as well, limited to three per referring marketer.

The deadline for submissions is Tuesday, Dec. 20.

Our judgment will be fair and to the best of our journalistic abilities. May the best luxury brand win.

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