

INTERNET

Top 10 luxury brand digital campaigns of H1

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By ERIN SHEA

Luxury marketers deeply engaged consumers on digital platforms through games, exclusive content and product personalization tools during the first half of 2013.

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Luxury Daily

Marketers gave customers bespoke options, simplified online experiences, product-focused games and exclusive looks into the brand through digital platforms. The most effective campaigns were those that allowed consumers to guide their own journey through the brand experience online.

Here are the top 10 luxury brand digital marketers of the first half 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 visited 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.

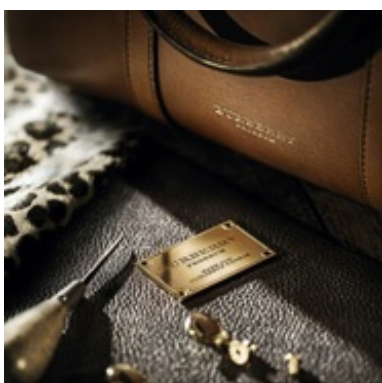


Brian Atwood's The Vault – Footwear label Brian Atwood gave 50 consumers access to exclusive content on a section of its Web site called The Vault.

The brand encouraged consumers to sign-up for its email newsletter for the chance to gain access to the members-only area of the brand's Web site where consumers can shop exclusive shoes and accessories, view the X-rated version of the fall 2012 campaign and browse Mr. Atwood's personal photographs.

Brian Atwood decided to give access to The Vault after hearing interest from brand enthusiasts.

The platform was created to immerse female consumers in the designer's world through an experience consisting of exclusive product and content, per the brand.



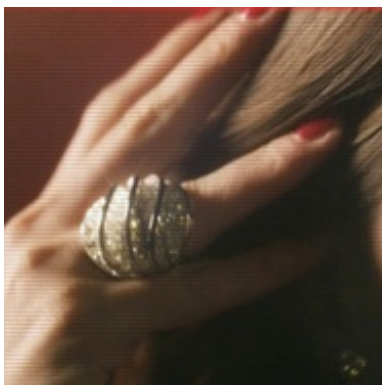
Burberry's Smart Personalization technology – British fashion house Burberry added personalization along with mobile and digital touch points to push its autumn/winter 2013 collection.

Burberry began promoting the new Smart Personalization technology right before its autumn/winter 2013 fashion show in London.

The technology unlocks immersive video footage that retraces the creation journey of products through original sketches, runway edits and craftsmanship and personalization images.

Customers can unlock these videos through contact with a mobile device.

In addition, customers can choose to trigger videos on large-scale mirrors at the London flagship store on Regent Street.



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.

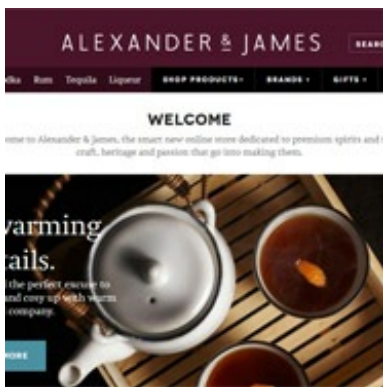
All seven of the videos use the same song "I Love Paris," which was originally written by Cole Porter.

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>.



Diageo's Alexander & James – Spirits conglomerate Diageo began to offer brands such as Johnnie Walker, Talisker and Grand Marnier on a new British ecommerce and lifestyle platform called Alexander & James during the first quarter.

Alexander & James is looking to match up to the physical shopping experience by showcasing the heritage and craft of each brand, while addressing the changing behavior of affluent spirits shoppers.

Throughout the site, content is presented that complements spirit categories and brands including how-to videos on pouring the perfect serve, advice from award-winning bartenders, gift ideas, recipes and entertainment tips.

Alexander & James is also distinguishing its shopping experience from others with a particular focus on gift-giving.

Each purchase can be completed with complementary packaging, a personalized card and free engraving on select Johnnie Walker bottles. Additionally, members can create wish lists to share with friends.



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.



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.

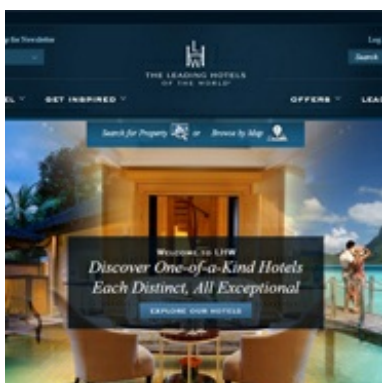
The game was named for the new tableware collection that incorporates classic racing colors such as yellow, green, red, blue and black, as well as a curved graphic that represents the oval shape of a track. In the game on Hermès' Web site, consumers can navigate around Rallye 24 items on a virtual track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



Leading Hotels of the World's revamped Web site – The Leading Hotels of the World refreshed its digital strategy toward the end of the first quarter with a new Web site that

offers content to help consumers plan their trip along with a simplified booking platform.

The hotel group overhauled its Web site after the completion of a global research and development project during which it sought out consumers' input.

The new site takes into account the digital habits of the affluent traveler and provides content to help in the research and planning stages.

For instance, the "Get Inspired" section offers travel guides and advice including "Magnificent Journeys" that provides sample trip itineraries and "Destination Guides" that helps travelers plan their time in a certain area.



Net-A-Porter's The Edit – Online retailer Net-A-Porter is asserting its expertise on the fashion industry through a new weekly online magazine that it launched during the first quarter.

The women's magazine called "The Edit" will focus on fashion, beauty and culture.

The retailer is likely to boost brand retention among trendy consumers as well as sales since most items shown in the magazine are linked to where they can be purchased on the site.

Net-A-Porter seemed to step up to competitors with its weekly magazine since quite a few luxury retailers offer editorialized content and shopping guides.



Vanity Fair's Best Dressed Challenge – Condé Nast-owned Vanity Fair partnered with Italian fashion house Giorgio Armani, department store chain Neiman Marcus and beauty brand Clinique to launch the first International Best-Dressed Challenge that lets readers be contenders for a new category on the 2013 best-dressed list.

Vanity Fair is letting consumers submit images of themselves to be considered for the

new award category on its 73-year-old International Best-Dressed List via Instagram, Twitter, Trendabl and its Web site.

Brand partners for this initiative have ads on the International Best-Dressed Challenge Web site and are incorporated in public events and online activities.

Each week Vanity Fair editors curate a group of images from the reader submissions and feature them in a slideshow on the challenge site. A monthly award is given to the reader in the image that receives the most “likes” on the site.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/U1gJMLbQ71U](http://www.youtube.com/embed/U1gJMLbQ71U)

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