

MULTICHANNEL

## Hugo Boss breaks ambitious brand extension campaign with Guggenheim

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By PETER FINOCCHIARO

Hugo Boss is driving an expansive brand extension effort in conjunction with the Solomon R. Guggenheim Foundation via print, online, in-store and mobile media.



The German fashion house and the Guggenheim awarded the 2010 Hugo Boss Prize late last week, which the former is promoting to drive brand engagement with arts-savvy consumers. The multichannel campaign includes print and online promotions, social media outreach and a Foursquare promotion and sweepstakes.

“Hugo Boss reinvents itself and its products all the time,” said Philipp Wolff, senior vice president of communications at Hugo Boss, Metzingen, Germany. “We feel attached to art and artists, since they go through a similar creative process.”

“[The Hugo Boss prize] is a way to talk to people who might not go into Hugo Boss stores, but see our brand is involved in art and supports it,” he said. “We feel it’s a valuable extension of our communication and marketing.”

**Hugo Boss** is a fashion house that specializes in luxury men and women’s apparel. The designer and the Guggenheim have partnered to award an outstanding contemporary artist the Hugo Boss Prize every two years since 1995.

## Eye on the prize

The \$100,000 prize is awarded to an artist based on outstanding achievements in contemporary art.

The selection jury is an international panel of museum directors and curators. Hugo Boss does not take part in the selections process.

The 2010 winner, Hans-Peter Feldmann, will show an exhibition of his work at the Guggenheim Museum from May 20 to Sept. 5, 2011.

This year's slate of nominees included Cao Fei, Roman Ondák, Walid Raad, Natascha Sadr Haghghian, and Apichatpong Weerasethakul.

## *Video made in commemoration of the 2010 prize*

### Art is everywhere

Hugo Boss is driving awareness of its involvement with the Guggenheim and this year's prize via a multi-pronged attack focused on engaging consumers via print, online, in-store and mobile channels.

First, the Guggenheim commemorated this year's installment of the award by publishing a catalog that examines the work of each 2010 finalist, including a specially commissioned project from each.

The glossy 112-page book features expansive essays on the Hugo Boss Prize and nominees, as well as high-quality photos showing the works of this year's slate of artists and past winners' exhibitions at the Guggenheim.

## *Hugo Boss Prize 2010 catalog*

The catalog will sell on the Guggenheim Web site for \$19.95.

However, mobile users who check-in to any of four Hugo Boss locations in New York will receive a free copy of the book. They will also be entered to win the Hugo Boss Prize 2010 Sweepstakes.

The sweepstakes winner will be invited to attend the opening of Mr. Feldmann's Guggenheim exhibition, as well as an exclusive dinner hosted by the museum and attended by the winning artist the night before.

Hugo Boss promoted the Foursquare experience and sweepstakes on the prize's dedicated Web site at <http://www.hugobossprize.com>, which it links to from its main Web site's home page.

The brand is also driving awareness via an announcement its Facebook fan page.



The image shows a screenshot of the Hugo Boss Facebook fan page. The page header includes the name 'Hugo Boss' and a 'Like' button. Below the header are navigation tabs: 'Wall', 'Info', 'COLLECTIONS', 'WIN WITH US', 'HB PRIZE', and 'NEWS'. The main content area features a post from 'Hugo Boss + Others' with the text: 'Hugo Boss Join us on Foursquare to take on NYC Arts & Culture and unlock the HUGO BOSS PRIZE SPECIAL: <http://foursquare.com/hugoboss>'. Below this is a link to 'More information on the HUGO BOSS PRIZE 2010' with the URL 'www.hugoboss.com'. The post has 327 likes and 11 comments. Two comments are visible: 'Zubir Idris superb' and 'Blondide Der the new education is Hugo'. The left sidebar shows a list of artists: ROMAN ONDAK, HANS-PETER FELDMANN, NATASCHA SADR HAGHIGHIAN, APICHA TPONG WEERASETHAKUL, and WALID SAAD.

## *Hugo Boss Prize Facebook promotion*

Furthermore, the company is advertising with print placements with The New York Times, Vanity Fair and several art publications, as well as via in-store collateral.



*Print ad for the 2010 Hugo Boss Prize*

Finally, the designer broadcast information about the award ceremony from its Miss Hugo Boss Twitter feed.

“We become more famous and get more international from year to year,” Mr. Wolff said. “Right now, everybody’s interested in the Hugo Boss Prize.

“We gained a lot of credibility and also recognition, and the program is much stronger than in years before,” he said. “The prize has grown the sense of recognition and awareness and importance over the last few years.”

Final Take

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