

MOBILE

Promoted tweets garner 11.2M impressions during DKNY campaign

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Donna Karan New York's #DKNYARTWORKS campaign depended on promoted tweets that generated engagement levels higher than three percent and garnered 11.2 million impressions over a three-week span.

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The hashtag trended globally twice and resulted in a cost per engagement of \$.17. Through this campaign, the brand was able to familiarize fans with its art-entwined origins, drive substantial online traffic and bring several luminaries to a prominent stage.

"The best promoted tweets are conversational and are tailored for the audience a brand is targeting," said Genevieve Wong, revenue communications manager at [Twitter](#), San Francisco.

"DKNY did this well in the #DKNYARTWORKS campaign by promoting Tweets to users in 10 specific cities with local content, making it relevant and interesting for the users who saw the tweets about their own cities," she said.

New roots

The #DKNYARTWORKS project sought to reinterpret the original DKNY SoHo mural from the 1990's through the perspectives of ten artists across ten global cities. Each artist's New

York-inspired installation was revealed gradually throughout the project.



DKNY SoHo mural courtesy of Twitter

The ten cities the campaign focused on were London, Paris, Milan, Dubai, Kuwait, Hong Kong, Shanghai, Seoul, Tokyo and New York. Since Twitter generally relies on fleeting connections, finding a way to resonate with fans in so many regions proved challenging.

The brand created geo-targeted promoted tweets for each city and an overarching promoted tweet campaign to spur global participation.



#DKNYARTWORKS geo-targeted promoted tweet

Teaser videos were embedded in promoted tweets to generate buzz around the event as the installations were revealed. A collective video showcases the inspirations behind each artist's design.

Embedded Video: [//www.youtube.com/embed/i3XLBaZATJc?list=PLRMXRugF7HRp3877M4YEta8Y6UdTnj6yS](https://www.youtube.com/embed/i3XLBaZATJc?list=PLRMXRugF7HRp3877M4YEta8Y6UdTnj6yS)

DKNY Artworks

DKNY's promoted tweets targeted Twitter users with interests pertaining to fashion. Throughout the campaign, Twitter was the top traffic driver to the microsite.

The average engagement rate was more than double the average engagement rate in the retail vertical, according to Twitter. Some geo-targeted Promoted Tweets propelled engagement rates to 6 percent.

The campaign's average cost per engagement was nearly a dollar under the average CPE for retailers, according to Twitter.

For the project to be effective, DKNY invested resources prior to, during and after the launch. The brand also managed to balance localized tweets with global aspirations.

Finally, the fashion designer optimized its content by adapting to the comments and engagement levels that surfaced in each region.

Other brands understand the importance of optimizing social media content.

For instance, executives from Bergdorf Goodman and Four Seasons Hotels and Resorts shared Instagram approaches that involve adapting to the abundance of consumer-generated content and creating lifestyle-oriented campaigns.

Both executives discussed ways that Instagram can drive ecommerce by tracking products that are heavily photographed by fans. Instagram's high-engagement levels and its capacity for narratives makes it a social media platform that requires a well-crafted strategy ([see story](#)).

Allied platform

Twitter has shown a propensity for devising strategies that help brands expand the scope of advertising.

For instance, Twitter is opening up its television advertising targeting product to United States companies that run national commercials, enabling luxury brands to extend conversations with consumers and boost campaigns.

TV ad targeting lets brands directly communicate on Twitter with consumers while a commercial is still fresh in their minds. Soundly integrating TV into the social media world collapses the distance between brands and consumers, which can increase brand recall and heighten the possibility for sales ([see story](#)).

Since it may take some time to marry different mediums, promoted tweets will likely be the preferred methods for brands looking to boost engagement levels through Twitter.

"The teaser video was used to build buzz and provide context about the campaign itself," Ms. Wong said

"As Aliza Licht [senior vice president of global communications for Donna Karan International] mentioned in the post, it's hard for a brand to get an audience excited about a logo, and these teaser videos were able to add color to the global impact of the #DKNYARTWORKS initiative," she said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/TxdxXPzZtHk](https://www.youtube.com/embed/TxdxXPzZtHk)