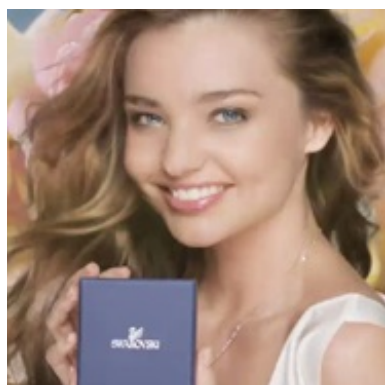


MULTICHANNEL

## Swarovski enlists supermodel Miranda Kerr for 25-country, multichannel campaign

October 7, 2013



By JOE MCCARTHY

Precision-cut crystal maker Swarovski is initiating a 25-country, multichannel campaign featuring supermodel Miranda Kerr and original music by singer, song-writer and producer Pharrell Williams that aims to spread awareness and enliven the brand's image.

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The campaign's print advertisements begin in November followed by a television commercial that will air in France, Italy and Hong Kong. The campaign's use of vivid images, music by a well-known producer and pliable content will allow it to seamlessly travel from one country to another.

"This campaign is about adding a touch of glamour to any moment or occasion in a woman's life with Swarovski jewelry," said Yelena Aschberger, director of integrated & digital communication for **Swarovski's** consumer goods business, Männedorf, Switzerland.

"Miranda's chic personal style lends fashion credibility while her natural warmth keeps it approachable," she said.

"The creative direction also builds on the romantic and feminine roses which signify gift-

giving, as Swarovski is a major destination for jewelry gifts."

### Pedals of flowers

The new campaign was shot by British photographer Nick Knight under the creative direction of Ronnie Cooke Newhouse of House and Holme.

In the commercial, Ms. Kerr wears select pieces of jewelry such as bracelets, a necklace and earrings and dances to music by Pharrel Williams. Red, pink, yellow and white flower pedals fall all around Ms. Kerr and the background changes colors and textures.



### *Video still*

The video ends with a shot of stacked, diamond-studded bracelets and a voiceover informing viewers that the jewelry line can be found in-store.

The print component of the campaign has a similarly ebullient tone.



*Ms. Kerr in Swarovski print ad*

Swarovski is also releasing behind-the-scenes shots of Mr. Knight guiding and interacting with Ms. Kerr during the production.



*Mr. Knight and Ms. Kerr*

Additionally, a more in-depth video that offers capacious shots of the collection and features Ms. Kerr discussing her relationship to jewelry accompanies the campaign. She explains that her favorite piece is the pearl choker and she appreciates the collection's versatility.

Swarovski will likely add social components to the campaign once its start date approaches.

"This campaign is obviously targeted towards female millennials, given that Swarovski is utilizing the celebrity of current fashion and pop culture icons who generally resonate with a younger generation," said Ryan Hattaway, president of **Mogul Media Group**, Miami, FL.

However, the photography, styling and music all work together to achieve a very elegant and sophisticated campaign, which will also broaden the appeal to a slightly older generation allowing Swarovski to reach a larger audience," he said.

"While the design and price point of the product will ultimately determine its long term success, it certainly helps the Swarovski brand to align itself with the best-in-class."

Keeping it young

Swarovski has effectively injected levity into its brand image with several campaigns.

For instance, Swarovski is gaining exposure through a fan contest that uses mobile image-sharing application Instagram's new video features.

The brand again partnered with 52Grams, a mobile platform that allows brands to curate shoppable look books from Instagram images, for its #InstaSparkle contest where fans can win Swarovski Nirvana Jewelry.

Since Instagram is a current topic of interest in the social media world, Swarovski is likely to gain more brand recognition by continuing to engage with consumers through the app (**see story**).

Also, Swarovski partnered with 52Grams to host the "Style Scene of Carnival" competition and engage its customers on a platform they often use. The contest supported the brand's other efforts to push its "Tropical Paradise" collection including a digital style guide and a year-long campaign (**see story**).

Campaigns with global aspirations should have content with universal appeal.

"This campaign is global with global relevance from a content point of view," Ms. Aschberger said.

"There will be language adaptations for some countries, and our media mix will vary depending on where our consumers want to hear from us in each market, but the content will be consistent across our markets," she said.

Final take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/vx-T1CrKV7s](https://www.youtube.com/embed/vx-T1CrKV7s)

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