

MULTICHANNEL

Top 10 luxury brand social marketers of Q3

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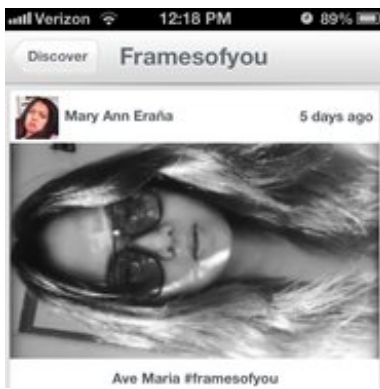
Luxury marketers executed social campaigns with greater scope and duration to garner fresh consumer perspectives and elicit brand cohesion on a global scale during the third quarter of 2013.

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Luxury Daily

Luxury fashion brands and retailers honed in target markets while automakers tapped into deep wells of artistic ingenuity. By finding new ways to leverage existing channels, brands demonstrated that there is still room to innovate and consumers are still eager to interact.

Here are the top 10 luxury brand social marketers of the third quarter of 2013, in alphabetical order:



Armani - Italian fashion house Giorgio Armani extended its “Frames of Life” eyewear campaign by encouraging fans to create short videos on mobile video-sharing application VideofyMe using its own branded filter.

Through VideofyMe, consumers created their own short videos using the Armani color filter and shared them using the hashtag #FramesOfYou for a chance to be featured on Armani’s Web site. Launching campaigns that allow fans to create their own media can help strengthen relationships with brands and reach new customers through social sharing options.

VideofyMe allows users to create videos up to 10 minutes in length through their mobile devices. Once users have recorded the video, they can pick a color filter to add to the video and then share it via social media.

Armani partnered with VideofyMe to create its own black-and-white filter for videos that captures the attitude of its Frames of Life campaign. Armani chose the top three videos each week to display on its Web site.



Barneys' #BIFYW- Retailer Barneys New York made its presence known during New York Fashion Week by using a branded hashtag in its Twitter and Instagram posts.

Barneys' #BIFYW hashtag varied from the other established Mercedes-Benz Fashion Week hashtags such as #NYFW and #MBFW. By using its own branded hashtag to promote Fashion Week events and products, Barneys likely made its brand stand out and be the go-to retailer for shopping during the week.

The retailer had used the #BIFYW hashtag on its tweets and on its Instagram posts. Barneys had also used the hashtag on a number of posts ranging from shows and events at Fashion Week to product posts. For instance, the retailer posted an image from the

Proenza Schouler show Sept. 11 and used its own hashtag and another Fashion Week hashtag, #NYFW.

Also, Barneys applied the hashtag to other fashion-related posts that it posted during Fashion Week. In one post, Barneys explored what is inside fashion director Tomoko Ogura's bag during Fashion Week.



#DKNYARTWORKS - 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.

The hashtag trended globally twice and resulted in a cost per engagement of 17 cents. 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 #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.

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. Teaser videos were embedded in promoted tweets to generate buzz around the event as the installations were revealed.

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



Four Seasons Pin.Pack.Go - Hotel chain Four Seasons Hotels and Resorts amplified its

Pinterest presence with a “Pin.Pack.Go” service that enables consumers to better prepare for their trips by receiving travel recommendations from hotel specialists.

Creating a platform for the brand to organically chronicle its properties creates a gallery that clarifies remote aspects of travel and helps guests plan trips. The initiative takes Four Seasons’ Pinterest mission of providing insightful tips to the next level by spurring travel.

Pinterest users are able to create a Pin.Pack.Go board to begin the process. Guests are encouraged to leave a comment indicating which hotel they will be visiting. After the hotel follows, it will gather insights into the local area such as favorite cuisine or cool places to visit that are relevant to the user’s preferences.

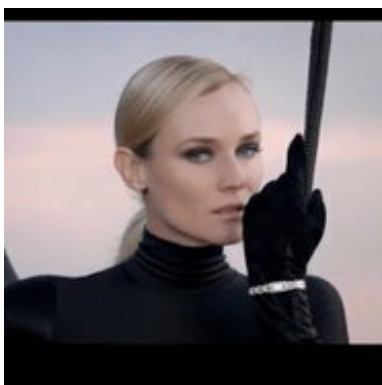
Each hotel’s embedded nature in its local culture ensures the credibility of suggestions. Illuminating remote aspects of each property’s surrounding area may entice guests who did not consider the property beforehand.



"Harrods I'm Home" - London department store Harrods took consumers behind-the-scenes of the store’s after hours in a social video to promote ecommerce.

The retailer’s “Harrods I’m Home” video shows a woman who has 24-hour access to the Harrods store to promote its all-hour ecommerce options. Playful and entertaining videos can help brands engage consumers and encourage them to make purchases.

The 95-second video starts with the title screen that reads, “Harrods.com presents ‘Harrods I’m Home.’” Also, throughout the entire video there is text at the bottom of the screen that says, “Shop 24 hours a day on Harrods.com.”



Jaeger-LeCoultre "Reinvent Yourself" - Swiss watchmaker Jaeger-LeCoultre built up its “Reinvent Yourself” video starring brand ambassador Diane Kruger with the inclusion of interactive features.

The interactive adaptation of the original campaign released in May included hotspots that allow access to exclusive information and behind-the-scenes footage. Including additional information in advertising campaigns educate consumers in a succinct fashion.

Viewers are encouraged to click on the hotspots as they appear to access additional information regarding the brand's timepieces found in that particular scene.

The video begins with a woman holding an infant while a young child plays in a meadow. In the opening scene, a hotspot appears above the timepiece on the woman's wrist. By clicking the hotspot icon, a small window opens over the scene and the video is paused. The window gives the watch's name, the year it was created and a link to discover that specific collection.

Successive hotspots feature the Grande Reverso Lady Ultra Thin, a Jaeger-LeCoultre Ring watch, the Rendez-Vous Night & Day timepiece and the Rendez-Vous Celestial along with a product description.



Lexus IS design contest - Toyota Corp.'s Lexus teamed up with deviantART to let fans flex their creative abilities by designing the exterior of a 2014 Lexus IS for a chance to win glory at the SEMA Show in Las Vegas.

The contest allowed consumers to use a broad range of materials, from digital programs to pencil and paper, to increase the variety of submissions and maximize the interest surrounding the contest. Creating a dialogue with fans that calls for not just input, but also ingenuity, likely created loyal enthusiasts as entrants likely developed an affinity for the brand while creating their designs.

The contest culminated at the SEMA Show 2013, an automotive specialty products trade event, where the winner's design was flaunted by Lexus. Only members of deviantART, a community of artists and those devoted to art, are allowed to enter the contest.

Membership to deviantART is free. Entrants were required to include at least two angles of the exterior and no more than four images.



Longchamp "Bigger than Life" - French leather goods maker Longchamp pushed its fall 2013 collection through a social media countdown that led up to the release of a branded video and online game.

In the "Bigger than Life" campaign, model Coco Rocha is a giant walking through the streets of New York with her Longchamp bag before busting out in dance similar to the brand's other campaign videos. Through the teaser event, the video and the game, Longchamp engaged with its dedicated fans.

Longchamp created a Facebook event along with daily posts and a teaser video to make sure the "Bigger than Life" campaign stayed at the top of fan's social media feeds. The posts contained images of New York with large shoes and handbags placed in the middle of the city. Each image also contained a short phrase such as "I'm on my way, see you soon!" and "The sun never sets on my city."

The game asks consumers to first choose a city for the backdrop of the game and then gives a quick list of instructions. Players must run and jump through the city to catch as many men in the giant handbag as possible before the time runs out.

After the game is over, players can add their name to the high-score list to enter to win a handbag. Players can also share their score through social media and email to get additional chances to win.



Mercedes Benz USA- Mercedes-Benz USA invited five of Instagram's most lauded users to ignite interest in the CLA model among young consumers by touring the United States in the vehicle.

The automaker opened up the journey to a sixth entrant who was selected by the five recognized photographers to boost fan interest in the promotions. The contest appealed to

Generation Y consumers by using Instagram and allowing fans to participate in the campaign.

Each of the five photographers have a towering list of Instagram followers and photography backgrounds. Interested fans followed the journeys at the handle @mbusa, through contestant's personal feeds or Mercedes-Benz' other social media pages.

For five days the contestants had creative license to capture the spirit of their CLA-empowered journey. The sheer volume of Instagram followers eliminated unfair advantages that might have resulted from the contest's growing popularity.



Net-A-Porter - Online retailer Net-A-Porter looked to increase engagement among brand enthusiasts and tech-savvy consumers through The Netbook, a new invite-only social network application available for Apple devices.

Resembling a diary, The Netbook is free for download from the iTunes store, allowing users to follow friends and fashion trendsetters and share their favorite looks and pieces curated by Net-A-Porter. Creating a sense of community among brand enthusiasts will likely benefit the brand as it continues to grow.

A black snakeskin book appears when The Netbook app is launched. On initial download, users make a profile with a detailed overview of their sense of style and favored apparel and accessories brands.

Users can choose to follow or “admire” other Netbook users as a way to create a community of fellow brand enthusiasts with a similar sense of style. The homepage has four options for users to explore.

A “Global Feed” function gives users access to fashion news and “Admiring Feed” shows users what the people they admire love.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/6URdwzvxqZY](http://www.youtube.com/embed/6URdwzvxqZY)