

INTERNET

## Top 10 luxury brand digital campaigns of Q4

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By JEN KING

Luxury marketers aimed to increase engagement with digital initiatives designed to foster consumer participation in the fourth quarter of 2013.



These digital campaigns increased loyalty by involving the consumer and illuminating upon brand heritage. Many marketers created curated blogs where they can interact with consumers and provide news, while others engaged consumers with interactive touch points.

Here are the top 10 luxury brand digital campaigns in the fourth quarter of 2013, in alphabetical order.



## Armani's Armani Live real-time journal

Italy's Giorgio Armani generated interest in its Armani Live in NYC digital real-time journal Oct. 22-29 and subsequent One Night Only event through a mobile banner ad found on New York magazine's The Cut.

A click-through brought readers to the Armani Live in NYC microsite. Armani Live is a real-time digital journal that includes editorial content, exclusive interviews, videos and photographs that give fans a glimpse into the world of Armani.

The Oct. 22–29 edition of Armani Live was curated by Style.com's editor at large, Tim Blanks, and was dedicated to Armani's connection with New York. Readers could also experience Armani's One Night Only event via Armani Live.

Sectioned off into tiles there were articles, image galleries, videos and diary entries for enthusiasts to enjoy. Topics ranged from an interview Mr. Blanks conducted with Giorgio Armani about New York, Mr. Armani's diary entry about his downtown Manhattan office and an article titled "The Armani Experience" written by Cathy Horyn for the New York Times.



## Aston Martin's Friday Film series

Week after week British automaker Aston Martin reinforced its Friday Film tradition that explores the brand's history, examines certain models, travels to exclusive events and discusses design aesthetics, while amassing a devoted social media following.

The Oct. 18 film bolstered the V12 Vantage S's global media release by taking enthusiasts on a ride in the model at the Silverstone racetrack in Northamptonshire, England. The flexible and spontaneous nature of the Friday Films keeps the series interesting for brand loyalists who turn out in large numbers each week, providing the automaker with a clear gauge of what fans appreciate.

At the bottom of the screen, fans could watch the driver's reactions and observe the speedometer that reaches a high of 134 miles per hour. Toward the end of the film, the driver praises the vehicle's brakes and power.



### Audi's R8 virtual video contest

Audi USA challenged brand enthusiasts Oct. 23 through Nov. 10 to craft a video of the R8 model driving on the Sonoma Raceway, CA, with virtual footage and music for a chance to win a driving experience in the vehicle.

The #WantAnR8 contest took place on a branded Tumblr page where fans signed up through WeVideo to begin composing their take on the lap. Audi teamed up with a series of recording artists from around the world for tracks that can gloss the final video.

Once the video was complete, fans can post them to YouTube and Twitter with the #WantAnR8 hashtag for a chance to win either one day with the 2014 R8 in their hometown, or a weekend trip to the Audi sportscar experience in Sonoma, CA. Previous contest winners will select this year's winners.



### Chanel's J12 Moonphase Web site

France's Chanel encouraged enthusiasts to explore the phases of the moon through a Web site that illuminated its newly revealed J12 Moonphase wristwatch by presenting its aesthetics and functions.

The J12 Moonphase watch joins the J12 collection that debuted nearly a decade ago. Chanel has been steadily advertising its fine watch collections throughout various media as of late to show consumers that its expertise extends beyond fashion.

By clicking and dragging aspects of the Web site, consumers can further inspect the details of the watch or examine a moon calendar that allows consumers to put in a desired date, or drag the moon, to the right or left, to show what the moon's phase was on that particular day. On the left, consumers can click the J12 Moonphase outline to set their own watch against the moon calendar in three steps.



### Dior's DiorMag -

French atelier Christian Dior used its digital magazine to build awareness for its Dior Prestige skincare products as the winter months begin to take their toll on the skin of enthusiasts.

Dior's DiorMag is an online magazine synced to the fashion house's Web site where enthusiasts can be kept up-to-date on products, news and events. Rather than crafting a far reaching campaign, Dior's use of its digital magazine allows the brand to target its core consumers who may already be fans of Dior Prestige skincare products.

The fashion house began promotions for its Prestige skincare on its Facebook. The brand shared a short description of its product, explaining that it is an "exceptional age-defying" skincare product for delicate skin.

Dior's first post includes a link to DiorMag where consumers can learn more about the product. Dior continues its coverage of the Dior Prestige skincare range with a second DiorMag article accompanied by a five-minute video that takes the viewer to Mr. Dior's villa in Granville and his garden, Le Nectar de Roses de Granville.



### Dolce & Gabbana's #DGFAMILY project

Italian fashion brand Dolce & Gabbana allowed users to submit their own family photos to its Web site to further fan interaction with the brand online.

The #DGFAMILY project has created an online photo album of family photos that visitors can view. By creating an interactive, personal digital collage of photos, Dolce & Gabbana will likely increase user engagement on its Web site and endear itself to aspirational consumers.

This photo project is an extension of Dolce & Gabbana's print ads from 2012 to the present

that feature large Italian families. Dolce & Gabbana's call for photos allows users to show other fans what their family looks like, allowing the brand's campaign to cross cultures and generations to generate a global compendium.

Users have entered everything from vintage black-and-white photos of brides and grooms to modern Christmas card photos. Every photo entered has the Dolce & Gabbana logo placed within it, making each picture a mini ad.



#### Fendi's #FendiTalk on Twitter

Italian fashion house Fendi hosted a Twitter conversation between accessories creative director Silvia Venturini Fendi and fashion blogger Susanna Lau of Style Bubble.

Fendi asked fans to submit questions prior to the talk by tweeting with the branded hashtag #Fenditalks that were then posed to Ms. Fendi by Ms. Lau. By hosting this Fendi talk, the brand is able to boost consumer engagement with its relatively new Twitter account, and possibly gain some followers from Ms. Lau's fans.

The Fendi talk took place on Dec. 9, and lasted for approximately an hour. Fendi is fairly new to Twitter, having created its account in September, and this talk is a way for it to inaugurate the brand's presence on the social media platform.



#### Michael Kors #MKTimeless Tumblr

U.S. label Michael Kors expanded its social media footprint with its #MKTimeless Tumblr channel that connects enthusiasts who have affinity for the brand's watch collection.

The branded hashtag was inspired by a 2010 Twitter trend where enthusiasts used #MKTimeless to discuss their Michael Kors watches. The newly launched Tumblr joins Michael Kors' Twitter, Facebook and Instagram accounts that also use the hashtag to

connect with enthusiasts.

Michael Kors' #MKTimeless Tumblr is a compilation of user-generated images of the brand's watches and stackable bracelets called "Arm Parties."

These Arm Parties serve as an inspiration board for enthusiasts looking for accessory styles and ideas. The user is able to comment on the Arm Parties of others and share favorite looks on Facebook, Twitter and Pinterest and reblog the post on their own Tumblr.



### Swarovski's Wink blog

Precision-cut crystal maker Swarovski is giving brand loyalists an immersive look at the inner workings of the jewelry world with a blog from creative director Nathalie Colin.

Wink by Nathalie Colin includes social media channels and a blog detailing the creative director's many inspirations, fashion tips and aspects of her daily life. Efforts to improve brand transparency develop stronger connections among enthusiasts by reminding them of the human element that powers the company.

The Wink blog features posts split between jewelry styling, behind-the-scenes, sparkling people and a slice of life. Fans can further narrow jewelry styling to get tips for career girls, weekend and leisure, occasions and more tips.

One career girls post discusses jewelry pieces that are especially adaptable to different outfits such as the Verso Pendant that has an interchangeable stone. Behind-the-scenes includes sub-categories seasonal inspirations, archives of the future and outlines how and where Ms. Colin finds inspiration for her collections.



### Tiffany's retooled ecommerce Web site

Jeweler Tiffany & Co. intertwined its fine jewelry collections with heritage on an

interactive and simple ecommerce experience made possible by a redesigned Web site.

Debuting Oct. 21, the updated platform was designed as a personal invitation for consumers to shop or learn about the history surrounding Tiffany's collections. Although simple in layout, the Web site immerses consumers in Tiffany's DNA by including details of its history rather than focusing solely on ecommerce.

In addition to a new design, the Web site features new sections that showcase Tiffany's culture. To highlight its storied history, Tiffany & Co. created The World of Tiffany section, a new section on its newly designed Web site. The section includes a timeline of brand milestones, an in depth look at Tiffany's legacy, design and diamonds through editorial and video content.

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/zD4Da4zqmE0](https://www.youtube.com/embed/zD4Da4zqmE0)

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