

MULTICHANNEL

Marc Jacobs fetes Daisy with pop-up shop accepting social currency

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By JEN KING

U.S. fashion brand Marc Jacobs is building a community for its Daisy fragrance lovers by creating a virtual daisy chain that incorporates social media, the scent's ongoing campaign and in-store efforts.

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Luxury Daily

The label reinforced its promotion of the Daisy fragrance throughout the month of January with fan-submitted images that have created a sense of community among enthusiasts. Marc Jacobs elevated the promotion of Daisy with a series of physical events that fortifies the relationship established online to increase engagement.

"Leveraging Instagram and Twitter is a great way to drive personal engagement with consumers," said Raquel V. Cadourcy, vice president of business development and strategic accounts at [HelloWorld](#), New York.

"Allowing consumers to put their own personal spin and interpretation on something allows them to feel more connected and involved with the brand," she said. "Asking consumers 'How do you daisy?' encourages interaction with the brand and product and starts a two-way social conversation on a meaningful level.

"I especially like how Marc Jacobs personally re-posts its favorites and takes the time to

thank its consumers for participating. The brand is making consumers feel unique and their ideas special. Marc Jacobs is showing its consumers that they appreciate them."

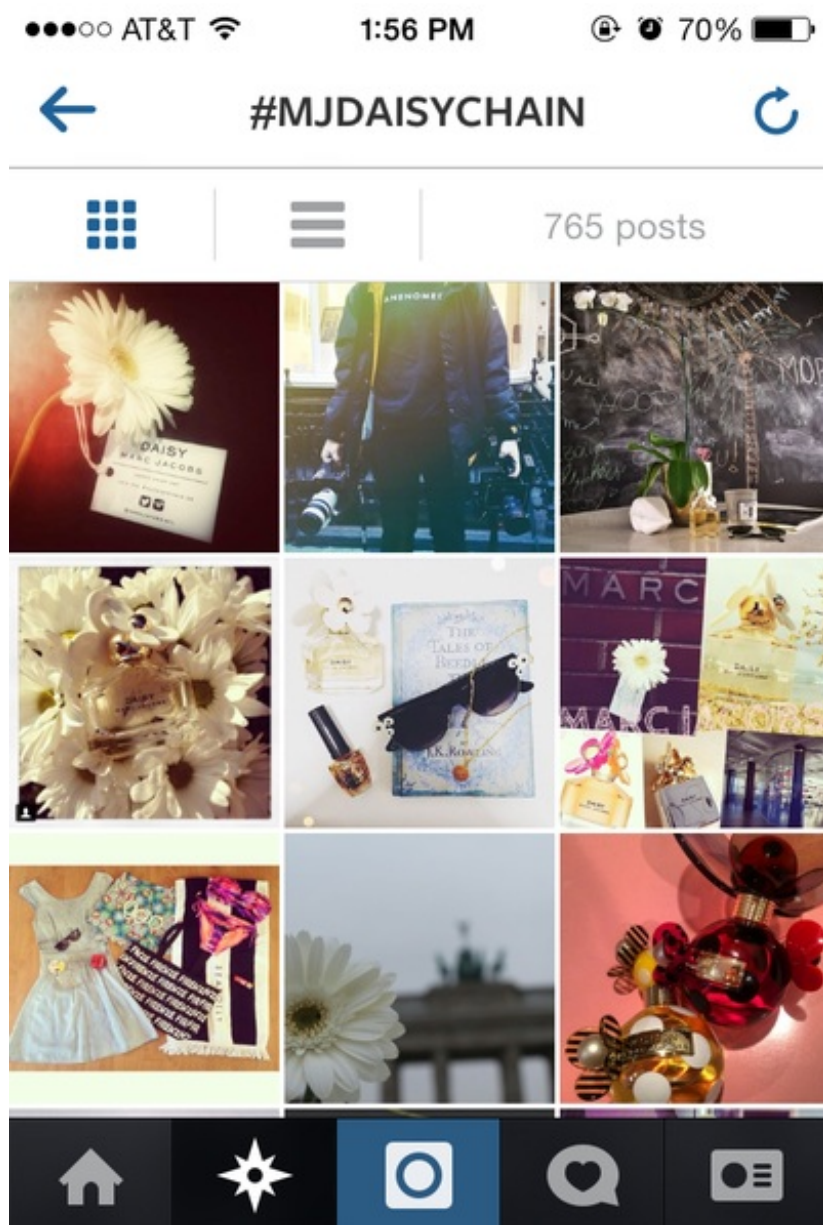
Ms. Cadourcy is not affiliated with Marc Jacobs, but agreed to comment as an industry expert.

Marc Jacobs did not respond by press deadline.

Linked together

Marc Jacobs is increasing consumer interaction with a social initiative that asks followers to create a daisy chain of images pertaining to its Daisy fragrance. Some participants have taken to posting artful photos of bottles of Daisy while others have taken a more literal take by choosing to feature images of daisies in different mediums.

To create this virtual daisy chain, Marc Jacobs is using the branded hashtag #MJDaisyChain. At press time, the hashtag was used 762 times on Instagram, 192 on Pinterest and many more times on Twitter.



#MJDaisyChain on Instagram

The brand likely has continually included updates on its social media regarding #MJDaisyChain to increase awareness as it leads up to in-store events. Although the user-generated content is not astoundingly high, Marc Jacobs' consistent updates and shares ensures that its campaign effort is in sight to build awareness.

On Jan. 28, Marc Jacobs staged the first of its out-of-home events for #MJDaisyChain to create a physical bond with its consumers. By bringing the virtual into reality, consumers are more likely to remember the brand and its message.

The event celebrated Daisy Day Jan. 28 in New York, London and Berlin at various fashionable areas of the cities such as New York's SoHo and London's Covent Garden. Simple in execution but strong in branded gesture, Marc Jacobs handed out Daisy-scented gerber daisies to passersby.



Today is the day to celebrate Daisy! If you're in NY, London, or Berlin, look out for daisies being handed out and share yours with #MJDAISYCHAIN on Instagram or Twitter.



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Facebook post for Daisy Day

Marc Jacobs' combination of social media and out of home tactics built up Daisy in the eyes of consumers while keeping awareness high for New York Fashion Week where the

brand will host a pop-up tweet shop dedicated to the fragrance.

From Feb. 7-9, consumers are invited to visit the brand's temporary SoHo boutique to experience Daisy and take time to relax during the chaos of New York Fashion Week. The pop-up will feature Daisy-themed artwork by artist Langley Fox Hemingway and music provided by DJ Jilly Hendrix in addition to Wi-Fi, snacks, fragrance samples and a Daisy photobooth.

Interestingly, the pop-up, which will have Marc Jacobs apparel, accessories and fragrances for sale, will only be accepting "social currency" as payment and not the United States dollar. To make a purchase, the consumer must use the branded hashtag #MJDaisyChain on social media platforms such as Facebook, Twitter and Instagram.

Chain reactions

In recent months, Marc Jacobs has worked to build awareness for its fragrance campaigns by using diversified tactics to reach the maximum of consumers.

For instance, the brand increased exposure for its fragrance collections by launching a specialized Web site that raises brand awareness and educates consumers on products.

Marc Jacobs' newly launched Web site will mainly generate more exposure for the brand's latest fragrance, Honey. By creating a focused Web site, brand enthusiasts can easily explore the brand's fragrance collection and view content not found on third-party retailer's Web sites ([see story](#)).

Additionally, Marc Jacobs increased awareness of its popular Daisy fragrance through a television commercial directed by Sofia Coppola.

After much anticipation, the Daisy commercial premiered on Marc Jacobs Fragrance Facebook account on Dec. 3. The partnership bloomed from Mr. Jacobs and Ms. Coppola's longtime friendship that adds a hint of alluring backstory to the campaign ([see story](#)).

To increase consumer participation, Marc Jacobs may have benefited from the addition of a contest element.

"I would recommend an additional layer of engagement by awarding a chance to win a personalized gift from the brand," Ms. Cadourcy said.

"Incorporating a chance to win element with the pop-up tweet shop would help to drive traffic to the event and create a buzz."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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