

INTERNET

Tiffany & Co. rings in holidays with multichannel video campaign

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By PETER FINOCCHIARO

Upscale jewelry retailer Tiffany & Co. has integrated an evocative video ad for its holiday 2010 sales push into promotions such as a front-page rich-media unit on The New York Times Web site.

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The video is titled “For Someone Extraordinary” and shows several scenes of family life and young love built around holiday themes and Tiffany jewelry. The company has weaved the video into its Web site branding, social media offerings and a rich-media expandable banner ad on the homepage of The New York Times Web site.

“At NYTimes.com, we have innovated tirelessly to develop an industry leadership position in the online luxury ad space,” said Denise Warren, senior vice president and chief advertising officer at The New York Times Media Group and general manager of NYTimes.com, New York. “This can be seen particularly on the home page, where we have managed to balance a great user experience with a great advertiser experience.

“The pushdown ad has been a very popular configuration for luxury clients – Tiffany and Cartier were recently able to feature beautiful video assets to the millions of people who use the homepage in a single day,” she said. “Marketers come to The Times for our reach, the quality of our audience, and our ability to create and execute unique campaigns.

“As a result, numerous premium advertisers have made NYTimes.com their first destination for breaking digital advertising campaigns throughout the year.”

Holidays as told through video

The video features several intercut scenes of families and sweethearts celebrating the holidays with one another, commemorating the experience using **Tiffany** jewelry as gifts.

For example, one vignette shows a family walking down the street in a light snow as the father grips a Tiffany bag and the mother looks at a Tiffany window display.

Another clip shows the same father and mother dancing as the woman wears large Tiffany earrings.

Yet another vignette shows a young couple sitting outside at a small table, as the man gives his sweetheart a gift in a Tiffany box.

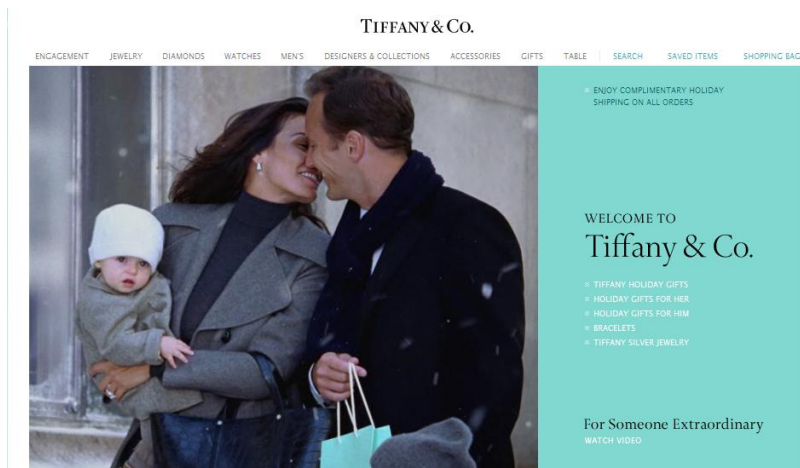
Tiffany's "For someone extraordinary" campaign

The videos are integrated into Tiffany's Web site in several locations.

First, the homepage interface includes portions of the video as part of a large holiday display.

The square-shaped video player sits next to a list of links that lead to different sections of Tiffany's online holiday store.

When the page loads, a short portion of the video plays before resolving into a still image from the campaign.



Imagery from the video on Tiffany's Web site homepage

The five different holiday store sections that consumers can click through to are Tiffany Holiday Gifts, Holiday Gifts for Her, Holiday Gifts for Him, Bracelets and Tiffany Silver Jewelry.

When visitors clicks through to either the Tiffany Holiday Gifts or Holiday Gifts for Her section, the new page will play a short clip from the For Someone Extraordinary campaign before similarly resolving into a still image.

The Tiffany Holiday Gifts section plays a short video of a man pulling a Christmas tree down a city sidewalk while holding a Tiffany bag.

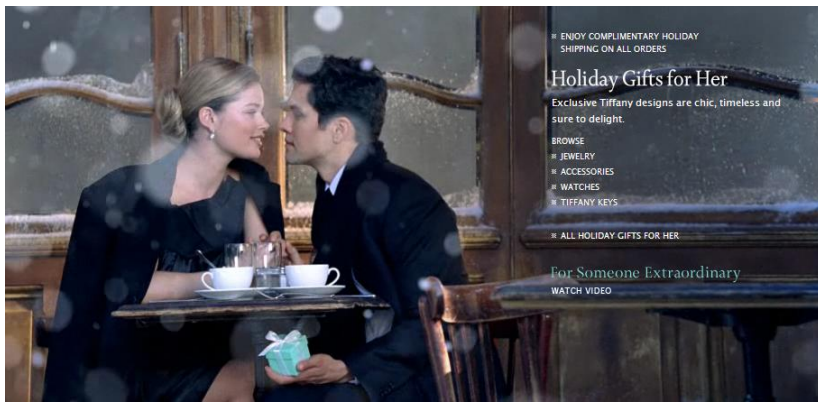


Imagery from the video in the "Tiffany Holiday Gifts" section of the retailer's Web site

The page has two dropdown menus, Shop Gift Ideas and Shop By Occasion. The first menu lets users refine their gift search by categories such as gifts \$100 and under, gifts \$200 and under, accessories, boxes and fragrances.

Meanwhile, the Shop by Occasion menu lets users search by categories such as Holiday Gifts for Him, Holiday Gifts for Her and Holiday Gifts for Home.

The Holiday Gifts for Her section plays a short clip of the young couple sitting outside at a small table as the man gives the woman a gift.



Imagery from the video on the "Holiday Gifts for Her" section of Tiffany's Web site

Several have a header labeled "For Someone Extraordinary" that sits above a link that leads to the full video from which all of the other content is taken.

Multichannel push

The video has also been integrated into Tiffany's online advertising. It appeared in an expandable banner ad at the top of The New York Times's Web site.

The expanded version of the ad plays the full video next to a rectangular, powder-blue box with the Tiffany logo.



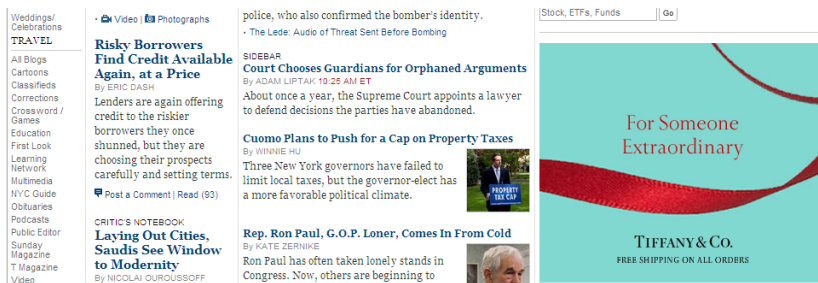
Tiffany's expandable banner ad on The New York Times homepage

When contracted, the ad features the copy, "For Someone Extraordinary," next to the Tiffany logo.



Minimized version of the expandable banner ad

The page also included a 300x250-pixel Tiffany unit farther down the page.



300x250-pixel ad

Users who click through from either of the ads find themselves at the Tiffany Web site.

The video is also available on YouTube, where it has received nearly 30,000 views.

Finally, the brand posted the video to its Facebook fan page, where it has garnered nearly 2,500 “likes” and 160 comments ([see story](#)).

“Tiffany's dropdown interactive banner shows how luxury brands can gain reach to potential consumers where they are already comfortable discovering and exploring,” said Paul Farkas, cofounder and president of SocialFashion.com, New York. “Prime digital real estate placement is a must and readers must continue to feel that they are not being disrupted and staying in control.

“While luxury brands may ultimately want to pull consumers to their retail stores and destination sites, they will need to be increasingly willing to allow browsing and purchase where and how consumers want,” he said. “Smart luxury brands will soon take this great opportunity to become more personalized and trigger readers across transmedia with online and geosocial campaigns telling engaging stories, running contests, and offering loyalty rewards.

“Ultimately web culture is leading toward a state of hyperpassive-aggression.”

Final Take

Peter Finocchiaro, editorial assistant at Luxury Daily, New York

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