

INTERNET

Top 10 luxury brand digital campaigns of Q1

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Love, Tiffany app animation

By SARAH JONES

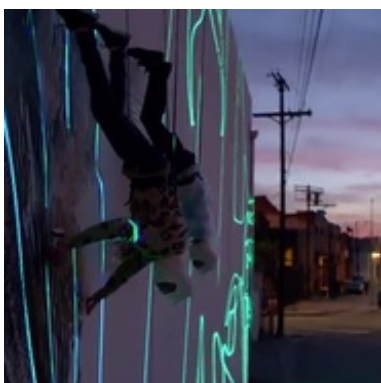
Marketers found new ways to interact with consumers online through digital campaigns launched in the first quarter of 2014 that elevated fan participation.

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Lanvin celebrated a milestone, Gucci opened the doors to its museum to an online audience and Jaguar used humor to promote its vehicles. Many of these campaigns were updated as time went on to encourage prolonged involvement from consumers.

Here are the top 10 luxury brand digital campaigns in the first quarter of 2014, in alphabetical order.



From Audi's "Dues" commercial

Audi's #PaidMyDues video series

Audi of America advertised its entry-level, sub-\$30,000 A3 model with a campaign centered around underdogs.

The automaker introduced the campaign with a television spot and social video featuring comedian Ricky Gervais, in which he and other celebrities go about their work routines while saying the lyrics to Queen's "We Are the Champions."

Four other videos trailed the lead commercial and conveyed ideas such as resilience and authenticity and build upon the buzz that began with the Super Bowl. Besides Mr. Gervais, featured in Audi's videos are celebrity chef David Chang, internationally-acclaimed photojournalist Lynsey Addario, comedian Kristen Schaal, gold medal winning boxer Claressa Shields, street artists Cyrcl and inner city church choir Voices of Destiny.

Audi has been posting the videos to its social media accounts with the hashtag #PaidMyDues.



Chanel's Chance fragrance

Chanel Chance microsite

French atelier Chanel asked its enthusiasts to make a move and explore its Chance fragrance collection with an interactive digital initiative that displayed the maison's playful side.

Chanel used sponsored Facebook posts and an email blast to promote its interactive feature. On the fragrance section of its Web site, consumers could use their mouse to move a bottle of Chance on a string and then release it to watch it begin a chain reaction.

A seesaw then popped up, and consumers could click on the left or right side to add products to the board until the weight caused the cosmetics to fall off.

Chanel also created a social video that mimicked the interactive Web site feature.



Estée Lauder's Pure Color Envy lipsticks

Estée Lauder's digital lipstick boutique

Beauty marketer Estée Lauder introduced its latest Pure Color Envy sculpting lipstick with an online boutique that combined user-generated content with interactive features that explore the range.

Estée Lauder's dedicated Web page opened with a campaign video featuring brand ambassador Carolyn Murphy with a pick-your-own ending option. Consumers could choose where Ms. Murphy went after exiting an elevator, and the video would show a formal bar scene or a more rebellious, casual storyline.

Lower on the page was a word cloud of adjectives like dominant, intense and decadent written in lipstick shades. At the bottom of the boutique was a gallery of user-generated content with the hashtag #LipstickEnvy.



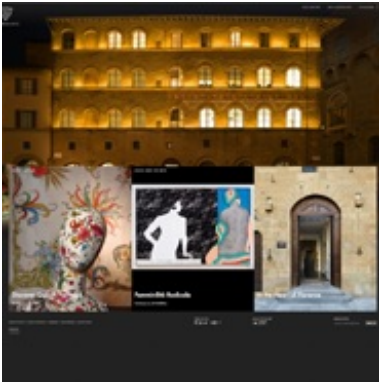
Fendi will use drones to film its fall/winter 2014 show

Fendi live-stream with drones

Italian fashion house Fendi gave consumers a different view of its runway show live-stream through high-definition cameras attached to drones.

During the runway live-stream consumers were able to watch the live footage on Fendi.com. As they were watching, fans could switch between the four or more cameras flying in the air to see different angles of the runway.

The video feed as well as videos about the making of the drone project were available following the live-stream on Fendi's Web site.



Gucci Museo Web site

Gucci Museo Web site

Italian fashion label Gucci created a digital hub for its bricks-and-mortar museum to expand the audience of its art and fashion displays.

GucciMuseo.com is separate from the brand's Web site. On the digital version of the museum are photos from the exhibits, which showcase iconic products from the brand as well as art sponsored by the Pinault Foundation. Individual photos can be shared to social media.

In addition to the media, the museum site delves into the history of the brand and provides information about the physical museum.



Sir Ben Kingsley for Good to be Bad campaign

Jaguar's Good To Be Bad

Jaguar North America launched a campaign for its F-Type Coupe that makes the case that British actors play the best film villains.

The brand enlisted British actors Sir Ben Kingsley, Mark Strong and Tom Hiddleston to front the "It's Good to be Bad" campaign, all of whom have played villainous characters in at least one blockbuster movie. Jaguar also created a microsite to consolidate the intermittent campaign material that included teaser commercials and interactive Jaguar F-Type content.

Through short videos posted on the microsite the brand teased its first SuperBowl commercial. The automaker has continued to post with the hashtag #Goodtobebad on social media.



Kenzo digital pop-up exterior

Kenzo No Fish No Nothing digital pop-up

French fashion label Kenzo blended social media and awareness with ecommerce in a Parisian digital pop-up store for its NoFishNoNothing line, created to benefit conservancy group Blue Marine Foundation.

The interior of Kenzo's pop-up is a digital aquarium. Consumers could touch the screens and browse and buy products from the brand's line for the conservation group, as well as learn more about the cause.

Adding a social media component and spreading the message, consumers can take a photo of the store and post it to Instagram with the hashtag #NoFishNoNothing to add a fish with their name to the aquarium. At regular intervals the "tank" would lose 30 percent of its fish, the percentage of marine species threatened by extinction each day.



Sketch of Jeanne Lanvin

Lanvin's 125th anniversary

French fashion house Lanvin launched a digital campaign for its 125th anniversary, which spans all of its social media platforms and its Web site.

Periodically the brand released new photographs on its Facebook, Pinterest and Instagram relating to the brand's history, giving consumers an inside look at the founder Jeanne Lanvin's office or showing vintage sketches.

Lanvin also created a microsite that organized content on a timeline. Each Thursday the microsite updates to include later events in the house's past.



Blogger Amber Renae for #SwarovskiLook

Swarovski's blogger series

Precision-cut crystal maker Swarovski is hosting a month-long interactive partnership with four international fashion bloggers to show off the brand's jewelry collection for spring.

Swarovski set up a dedicated microsite to hold its #SwarovskiLook initiative, which includes tutorialized videos produced by the fashion bloggers, user-generated content on Instagram and a contest. Over the four weeks of the digital competition, the participating fashion bloggers will each be assigned a week to present content to keep the effort fresh.

Each week users are encouraged to submit selfies on Instagram that show Swarovski looks, which are included on the SwarovskiLook microsite. The photos are then judged by the bloggers, and the winner receives Swarovski merchandise.



Sample Tiffany Valentine's Day card

Tiffany's animated Valentine's Day gift guide

Jeweler Tiffany & Co. released a Valentine's gift guide Facebook app complete with a peer-to-peer greeting card feature.

The animated gift guide showed couples and people in love, with each scene featuring a piece of jewelry as a prop.

Digitizing the greeting card, Tiffany offered a generator where consumers could create a customized greeting card with similar cartoons of couples. Through nine steps, the consumer could pick out the scene, hair colors and outfits for the cartoons.

The final step allowed the consumer to share their final product. Consumers were able to share directly via Facebook for optimal viewing or download to share on other social

platforms.

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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