

INTERNET

## Dior appeals to loyalists with wonDIORland campaign

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*WonDIORland's Facebook photo*

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By NANCY BUCKLEY

France's Christian Dior is slowly releasing teasers to lead up to a Harmony Korine-directed short film for the new Dior Addict collection.

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**Luxury Daily**

The odd aspect of the teasers' releases is that the brand created a new Facebook page under the name wonDIORland to post the teaser videos and photos from the shoots. With more than 13 million likes on Dior's primary Facebook page, the creation of a new page is peculiar, but drives attention solely to the campaign.

"By using a stand alone Facebook page Dior can meticulously build the WonDIORland story sequence after sequence one post at a time," said David Benattar, CEO of [Antebellum](#), New York.

"This strategy recognizes the specifics of the WonDIORland audience versus the master brand's traditional audience," he said.

"Meanwhile, numbers will talk, we'll see what audience size and engagement Dior acquires through the duration of the campaign. The jury is still out."

Mr. Benattar is not affiliated with Dior but agreed to comment as an industry expert.

Dior did not respond by press deadline.

Social but separate

The short teaser videos have been released every few days since May 20 and will continue to be posted until the full short film debuts on June 19.

Each video features about 20-seconds of a blonde actress in a castle wandering through a room with large mirrors, spinning around a room with dangling wild flowers and hanging from chandeliers.



*Facebook cover photo*

The videos portray her as a young girl. She is wearing a metallic floral dress with no shoes and the furniture is oversized.

Each teaser features a narration of a few sentences. These words are then posted along with the video on the wonDIORland Facebook page.

For example, in the second video, a woman's voice announces "My dreams are colliding. Everything is colliding now. Heart beats. Magic." The same words are also the caption to the video on wonDIORland's Facebook post.

Embedded Video: [//www.youtube.com/embed/WTeoE6QNfRo](https://www.youtube.com/embed/WTeoE6QNfRo)

*wonDIORland's first teaser video*

On Dior's primary Facebook page the Dior Addict advertisement is used as the brand's cover photo, but the photo does not offer a link to the separate page. However, the brand did post about wonDIORland saying "Dior invites you on a trip into Dior Addict #wonDIORland" and attached a link to the other page. This same post can be found on Dior's Twitter.

The videos are directed by Harmony Korine, an American film director, and feature the Russian model Sasha Luss.

Splitting Web time

The unusual aspect of the separate Facebook page for wonDIORland is that the teasers do not directly generate awareness of the brand's social media pages. Other brands make this connection more explicit.

For instance, Italian fashion maison Valentino teased its newest men's fragrance Uomo with a sneak peek of its campaign video that may sustain interest in the scent until it is available worldwide in 2015.

The atelier kept the campaign effort vague for the fragrance debut to increase anticipation and leave consumers wanting more. By segmenting and protracting the campaign consumers are likely to follow along and return to the brand's Facebook and Web site for updates ([see story](#)).

Similarly, Italian fashion label Dolce & Gabbana emphasized its jewelry offerings with a category-specific Web site that features the brand's collections.

Housing a particular aspect of a range, such as jewelry or beauty, can help consumers easily locate products of interest online, but brands risk complicating their online presence in the process. To ensure a unique experience, brands looking to differentiate sectors should incorporate touch points not seen on the main Web site ([see story](#)).

The addition of an online presence by both a separate page and multiple teaser videos, whether on social media or general Web sites, can clarify a specific topic, but also runs the risk of complicating the consumer experience.

"Dior has become one of the leaders in the transformation of brands from merchants to media companies," Mr. Benattar said.

"In the luxury category, the new fashion is about hiring a hot director a la Harmony Korine and developing a strategy similar to what a Hollywood studio would follow, while releasing a clever, rhythmically paced set of teasers that builds momentum the same way the next Godzilla movie gets marketed in the digital age," he said.

"Obviously you should expect the WonDIORland behind the scenes, the win a first class ticket to WonDIORland, the interview with the director, etc. all cut for social media activation and bloggers engagement."

Final Take

*Nancy Buckley, an editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/m\\_SJkFsQBO0](https://www.youtube.com/embed/m_SJkFsQBO0)

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