



Online buzz research

Using social media in the luxury industry

22nd March 2011

About WaveMetrix

- WaveMetrix are the author of Wave, case studies published daily which provide insight into the latest social media trends
- This document provides an overview of the most interesting case studies relevant to the luxury industry



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1. Executive summary

Using social media in the luxury industry

- Over the last six months, WaveMetrix have seen trends emerge in the luxury sector's use of digital media
- We have seen three important strategies which are helping luxury marketers shape brand image and increase brand awareness:
 - Associating with elite culture through digital media
 - Penetrating emerging markets using targeted and country-specific content
 - Preserving the luxury shopping experience with online retail



Luxury brands and social media: looking at relevant case studies to understand best practices



Associating with elite culture through digital media:

- Louis Vuitton's Espaces Culturels
- Burberry's "Burberry Acoustic" campaign
- Dior and Willy Vanderperre's visual art



Penetrating emerging markets with targeted content:

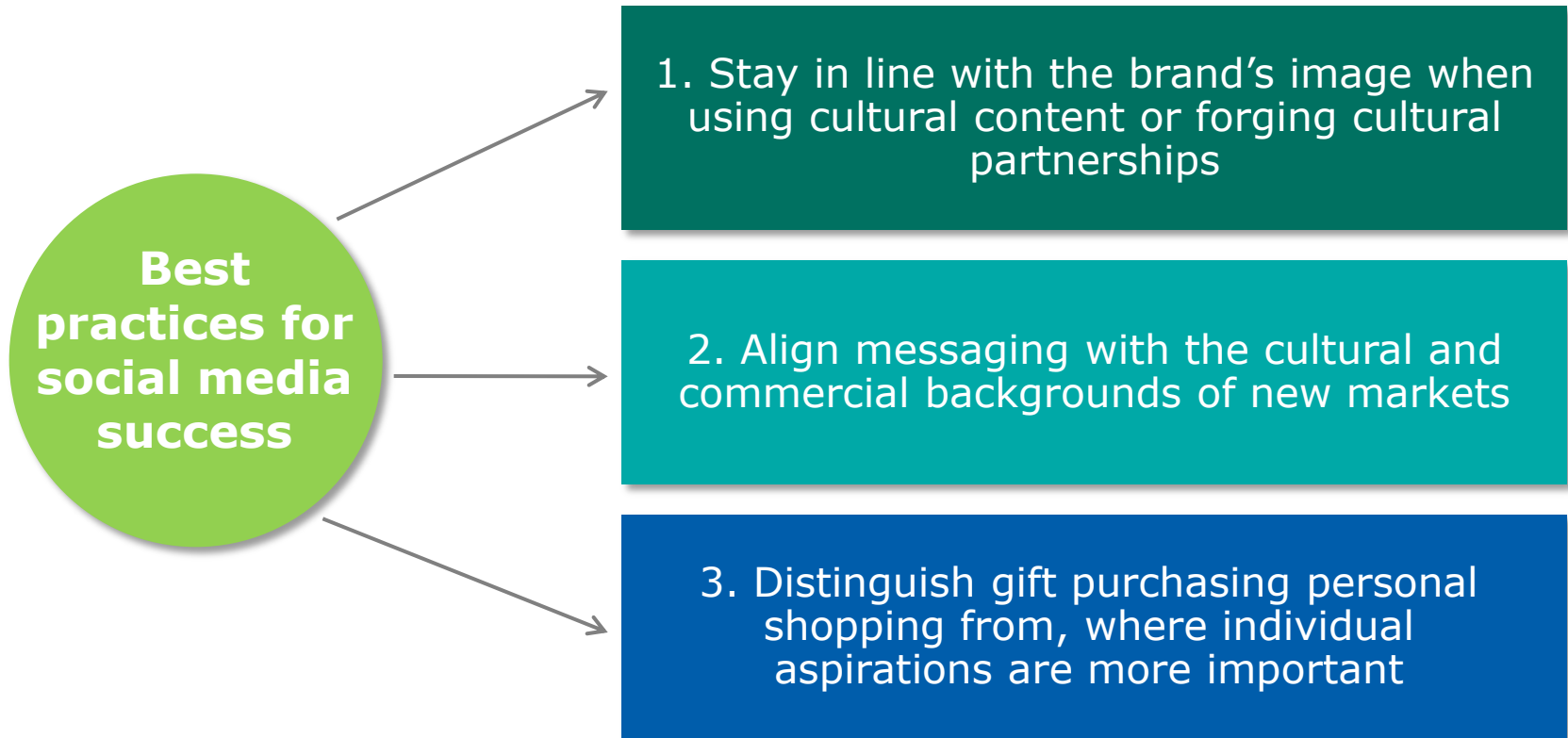
- Chanel and Culture Chanel Shanghai exhibition
- Louis Vuitton's market-specific social media posts
- Clinique's market-specific product content



Preserving luxury shopping with online retail:

- Louis Vuitton's personalisation service
- Dior and aspirational imagery
- Ralph Lauren's gift purchasing

Luxury brands and social media: best practices for success in using social media platforms





2. Associating with elite culture

Associating with elite culture: staying in line with brand image is key for using social media

Challenge

Luxury brands want to understand how social media can help them **promote a unique brand image** among consumers

Case studies

Louis Vuitton, Burberry and Dior provide examples of how to associate with elite culture, through **travel, music and art**

Best practices

These case studies show the importance of **staying in line with the brand's image** when starting cultural partnerships

Associating with elite culture: using social media to promote a luxury brand image

Louis Vuitton engage consumers around travel and art

p.11

- Louis Vuitton use Facebook to share art pieces from its exhibition centres - the Espaces Culturels – located in Paris and Tokyo
- The exhibitions focus on international cultures, echoing the theme of travel



Burberry provides branded cultural entertainment

p.12

- Burberry Acoustics endorses new British artists and shares their music through social media, including Facebook and YouTube
- Many music videos are filmed in London, giving the art an authentic cultural feel



Dior partners with famous artists to produce visual art

p.13

- Dior partners with Willy Vanderperre to produce promotional visual art
- The photos, which are black and white with a mysterious and dark feel to them, serve to promote the new Dior Homme collection

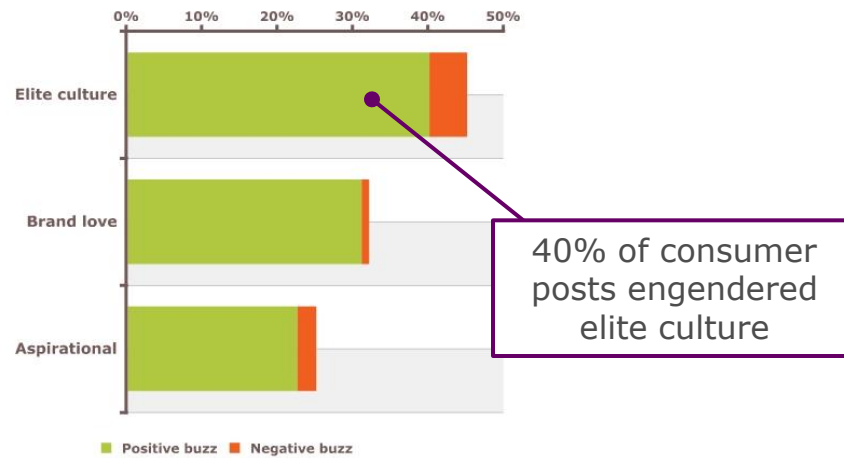


Louis Vuitton: engaging consumers in conversations about travel and art

Key takeaways:

- Louis Vuitton's elite positioning is enhanced by the Espaces Culturels
- 40% of fans associate Louis Vuitton with elite culture

Proportion of brand attributes reflected in consumer response to Louis Vuitton posts



[Click here for full case study](#)

Social media approach:

- Louis Vuitton use images of travel and art from their Espaces Culturels to engage consumers on Facebook
- Both exhibitions and artistic performances focus on foreign and exotic cultures

Social media KPI:

- 1,931,045 Facebook likes

👤 Odile Decq is such an amazing artist – I would recommend seeing the exhibition 🗨

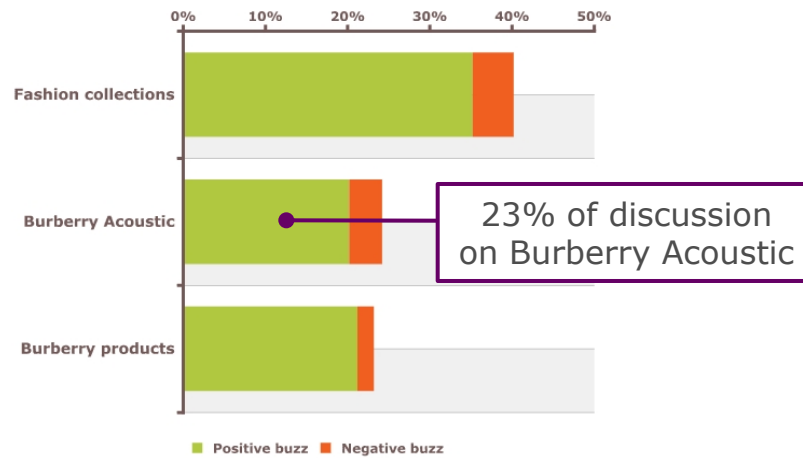
👤 I love, love, love Louis Vuitton. I think the designs are so classy 🗨

Burberry: providing brand cultural entertainment with Burberry Acoustic

Key takeaways:

- Burberry Acoustic contributes to 23% of consumer engagement on Facebook
- Gives Burberry a “cool” edge, but focus remains on fashion collections

Proportion and sentiment for consumer discussion topics on Burberry’s Facebook page



[Click here for full case study](#)

Social media approach:

- The Burberry Acoustic project showcases young British artists which Burberry “believes in”
- Burberry also post about fragrances and fashion collections

Social media KPI:

- 4,262,474 Facebook likes

“Such a nice project! Keep doing it and providing us with great new artists”

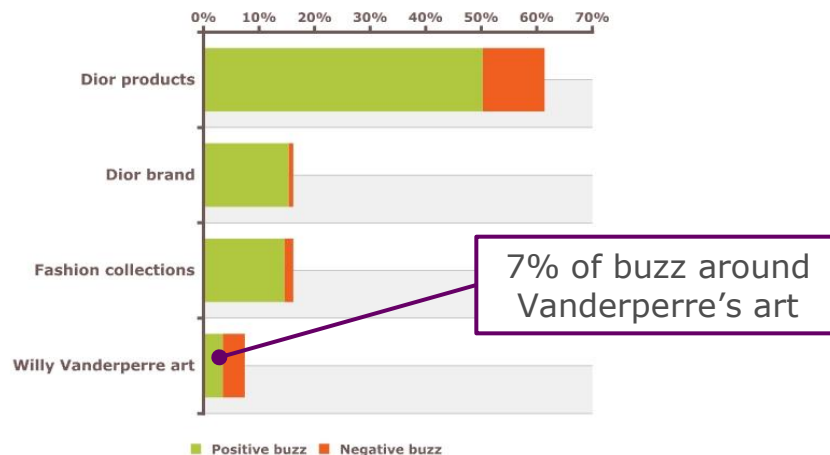
“I love the Burberry Beat perfume, so lucky to have one”

Dior: associating with well-known visual artists to should keep in line with brand image

Key takeaways:

- At 7% of discussion, Vanderperre's art features are the least engaging topic
- Response is mixed as some feel the art is not in line with the Dior brand

Proportion and sentiment for consumer discussion on Dior's Facebook page



[Click here for full case study](#)

Social media approach:

- Dior use photos and videos by famous photographer Willy Vanderperre to engage consumers
- Dior also post about products and shares make-up tutorials

Social media KPI:

- 574,932 Facebook likes

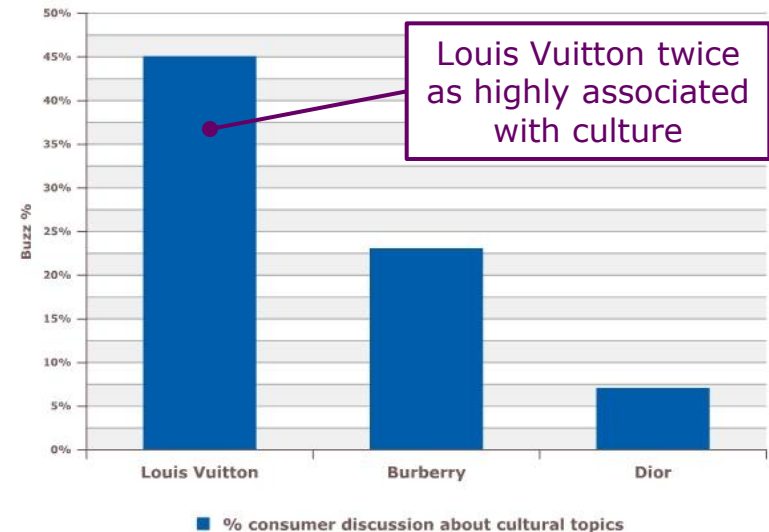
👉 I absolutely love the video shot by Willy Vanderperre 👉

👉 It is hard to believe it is a Dior video! What's the meaning of it? 👉

Associating with elite culture: Louis Vuitton's strategy more successful than Burberry or Dior's

- **Louis Vuitton's** approach is twice as successful at driving cultural association than Burberry or Dior's
- **Burberry's** approach is less successful at promoting cultural association than Louis Vuitton's, although Burberry have significantly more likes
- **Dior's** higher focus on products rather than culture means that the brand attracts less cultural discussion than Louis Vuitton or Burberry, and a lower likes count

% consumer discussion around cultural content for Louis Vuitton vs Burberry vs Dior Facebook pages



Brand	Facebook likes
Louis Vuitton	1,931,045
Burberry	4,262,474
Dior	574,932



3. Penetrating emerging markets

Penetrating emerging markets: aligning messaging to the market boosts social media

Challenge

Luxury brands want to **connect with consumers and strengthen brand image** in key markets

Case studies

Chanel, Louis Vuitton and Clinique demonstrate how to use **market-specific content** to connect with consumers in China

Best practices

These case studies show the importance of **aligning messaging with the cultural and commercial backgrounds** of new markets

Penetrating emerging markets: using social media to connect with new consumers

Chanel shape online discussion with an offline event

p.18

- Chanel's Shanghai exhibition brings together all the elements of the brand's story with a focus on Coco Chanel
- Sketches by Coco Chanel, photos, videos and iconic products are exhibited



Louis Vuitton resonate with Chinese culture

p.19

- Louis Vuitton support a panda protection charity in China, an issue close to the Chinese consumer
- Pictures of "Louis", the sponsored panda, are posted on Sina Weibo



Clinique engage Chinese users with targeted content

p.20

- Clinique post about products targeted towards the Chinese market, such as skin whitening cream, on their Sina Weibo brand page
- Clinique also share make-up tips and new beauty collections

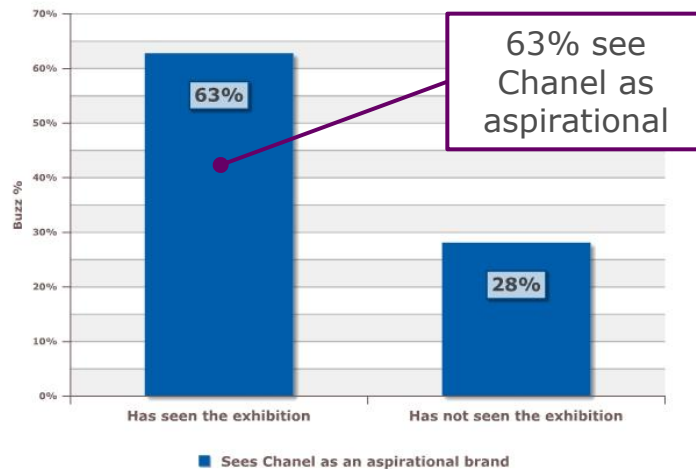


Chanel: enhancing the brand's aspirational image by linking offline events with social media

Key takeaways:

- Social media provides a platform for Culture Chanel visitors to share thoughts
- Chanel's aspirational image is reflected in 63% of discussion from visitors

% aspirational brand discussion for users who have vs those who haven't seen the exhibition



[Click here for full case study](#)

Social media approach:

→ Chanel use social media to engage with consumers and let them share experiences of Culture Chanel, their exhibition held in Shanghai

Social media KPI:

→ 19,601 followers on dedicated Culture Chanel page on Sina Weibo

↳ Rising to culture gives Chanel a new meaning other than fashion

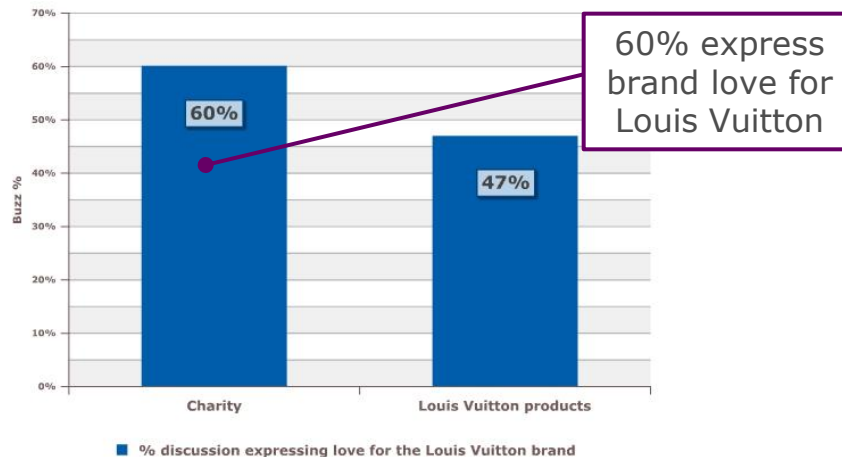
↳ Coco Chanel embodies a woman with perfect gesture and manner

Louis Vuitton: resonating with Chinese consumers' cultural background

Key takeaway:

- Louis Vuitton's charity photo post appeals emotionally to Chinese consumers and leads a higher proportion to say they "love" the brand at 60%

% consumer discussion expressing brand love for charity post vs product-related posts



[Click here for full case study](#)

Social media approach:

- Louis Vuitton post about their support for panda protection in China via Sina Weibo brand page
- Post features a picture of "Louis", their sponsored panda

Social media KPI:

- 74,521 followers on Louis Vuitton's brand page on Sina Weibo

👉 I love Louis Vuitton and Louis the Panda 🐼

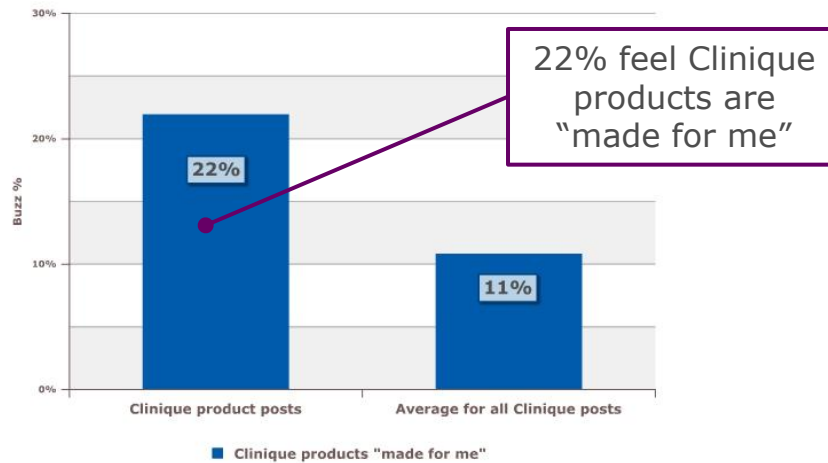
👉 Hadn't realised Louis Vuitton sponsored a panda, that's so cool! 🐼

Clinique: engaging Chinese consumers with market-specific products

Key takeaway:

- Using market-specific products enhances the perception that Clinique products are tailored to consumer's needs
- 22% feel Clinique is "made for me"

% consumer response reflecting brand love and "made for me" feeling



[Click here for full case study](#)

Social media approach:

- Clinique use Sina Weibo as a platform to engage with Chinese consumers
- They post about products in line with the Chinese beauty regime, such as skin whitening creams

Social media KPI:

- 25,385 followers for Clinique's brand page on Sina Weibo

💬 This cream doesn't feel oily, it's great for me 💬

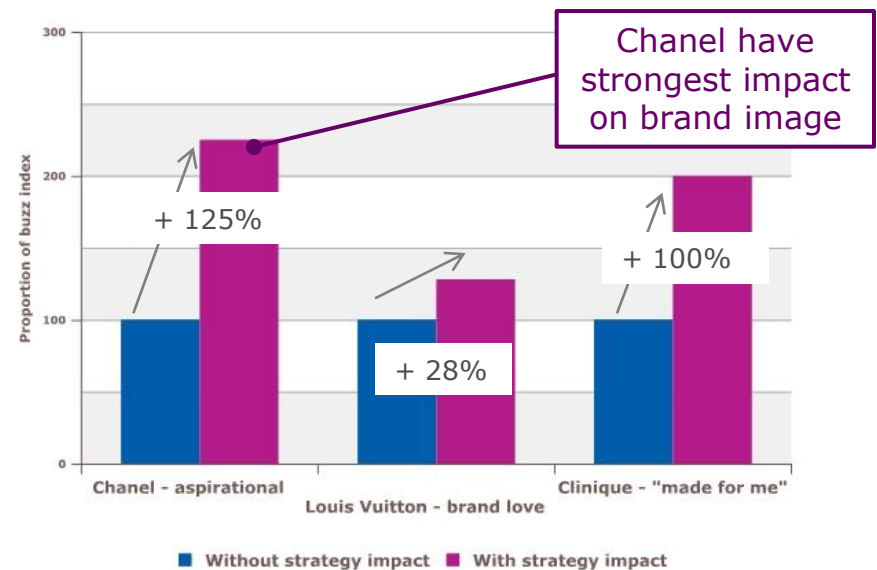
💬 The sun protection cream is perfect for my skin 💬

Penetrating emerging markets: Chanel's approach makes strongest impact on brand image

- **Chanel's** approach of using social media for fans to share impressions of Culture Chanel has the strongest impact, with a 125% increase in the perception of Chanel as aspirational
- **Louis Vuitton's** use of charity to emotionally engage Chinese fans positively impacts brand love, but only by 28%, suggesting it is less impactful than Chanel's approach
- **Clinique's** use of market-specific products makes fans feel closer to them by 100%, indicating a successful impact on brand image

Note on chart: each "without strategy impact" brand value proportion is indexed at 100 in order to show the % change in a consistent way across all three different brand values

Indexed change for the proportion of each relevant brand value for Chanel vs Louis Vuitton vs Clinique



Brand	Sina Weibo followers
Culture Chanel	19,601
Louis Vuitton	74,521
Clinique	25,385



4. Preserving luxury shopping online

Preserving luxury shopping online: distinguishing the approach for gift versus personal shopping

Challenge

Luxury brands want to take advantage of e-commerce whilst **preserving their luxury shopping experience**

Case studies

Louis Vuitton, Dior and Ralph Lauren show how to re-create luxury shopping, with **personalisation, aspirational imagery and gift purchasing**

Best practices

These case studies highlight the need to **distinguish between gift purchasing and personal luxury shopping**, which relies more on aspirations

Preserving luxury shopping online: using social media to support a luxury shopping experience

Louis Vuitton offer personalisation with Mon Monogram

p.25

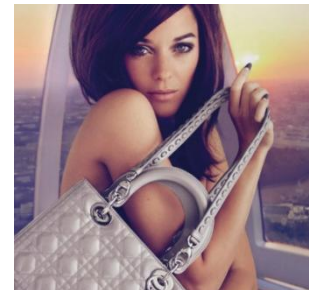
- Louis Vuitton re-create their traditional personalisation service via a Mon Monogram Facebook app, where fans can personalise and buy a Speedy 30 bag
- They can determine stripe color and location or add their hand-painted initials



Dior use aspirational imagery as a call to action

p.26

- Dior use a set of four short films featuring Marion Cotillard with the Lady Dior bag in four different cities – Paris, London, New York and Shanghai
- At the end of the video, Dior prompt users to buy the bag from the online store



Ralph Lauren encourage online gift buying

p.27

- Ralph Lauren's Facebook page features a Daily Gift Guide suggesting a range of presents for friends, family, children or even pets
- Ralph Lauren encourage users to purchase gifts with links to the online store

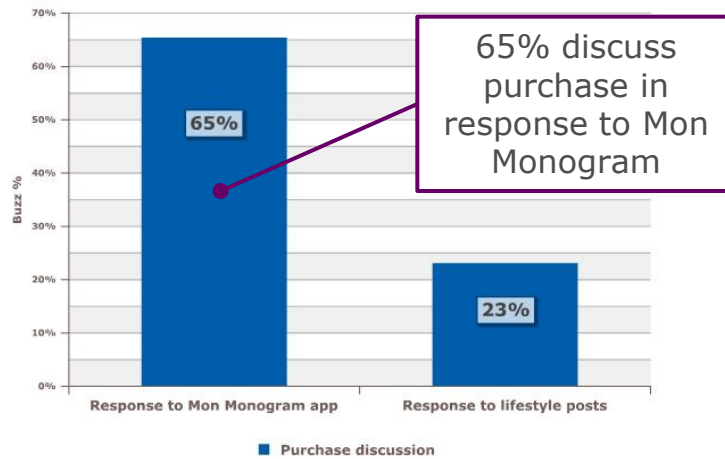


Louis Vuitton: offering a luxury online shopping experience through a personalisation application

Key takeaway:

- The act of virtually personalising a Louis Vuitton bag leads 65% of users to refer to purchase, suggesting it encourages users to desire the products

% consumer response containing references to purchase for Mon Monogram vs lifestyle posts



[Click here for full case study](#)

Social media approach:

- Louis Vuitton's Facebook page features an app allowing users to virtually customise a bag then purchase it online
- Users can also send virtual bags to each other as online "gifts"

Social media KPI:

- 8,383 likes for the app

👤 I'm waiting for my Pegase and Keepall Mon Monogram bags to be done – so excited! 🗨

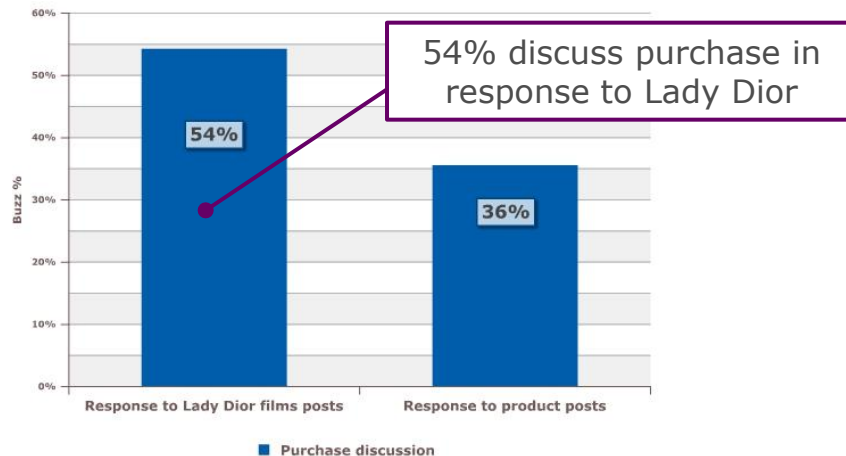
👤 Just got mine, a Speedy with dark green and maroon stripes, love it! 🗨

Dior: using aspirational videos as a call to action for online shopping

Key takeaway:

- Lady Dior films make users desire the bags as they aspire to being like Marion Cotillard, with 54% saying they own or want to purchase a Lady Dior

% consumer response containing references to purchase for Lady Dior vs product posts



[Click here for full case study](#)

Social media approach:

- Dior use a special Facebook app to show their four Lady Dior movies featuring Marion Cotillard
- A link to the Dior online store, encourages users to purchase a Lady Dior for themselves or as a gift

Social media KPI:

- 3,053 likes for Lady Dior videos in total

👤 I bought a Lady Dior Grey – it's beautiful just like Marion! 🗨️

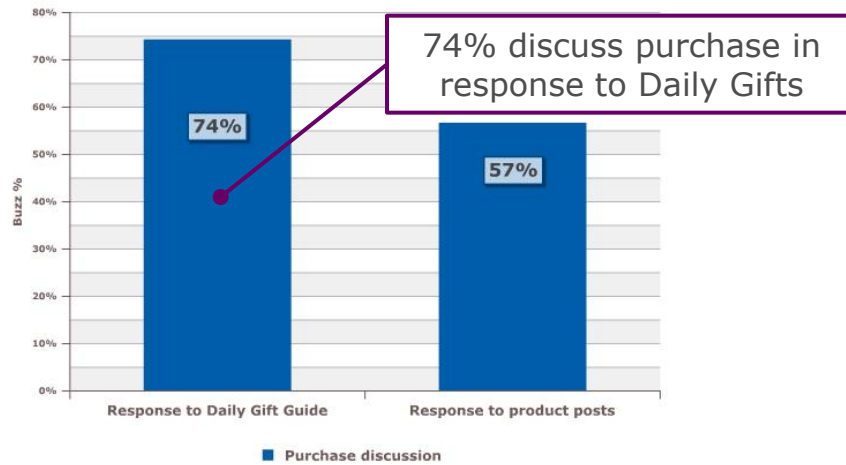
👤 Bought a black one for my friend's birthday, she loves it! 🗨️

Ralph Lauren: using gift buying as a way to encourage online purchase

Key takeaway:

- Purchasing gifts for others prompts users to buy online, with 74% of responses to Daily Gift posts mentioning purchase

% consumer response containing reference to purchase for Daily Gift Guide vs product posts



[Click here for full case study](#)

Social media approach:

- Ralph Lauren's "Daily Gift Guide" showcase ideas that will make "perfect" presents
- The posts link to Ralph Lauren's online store, encouraging users to buy the gifts

Social media KPI:

- Over 1,000 likes for each Daily Gift Guide post

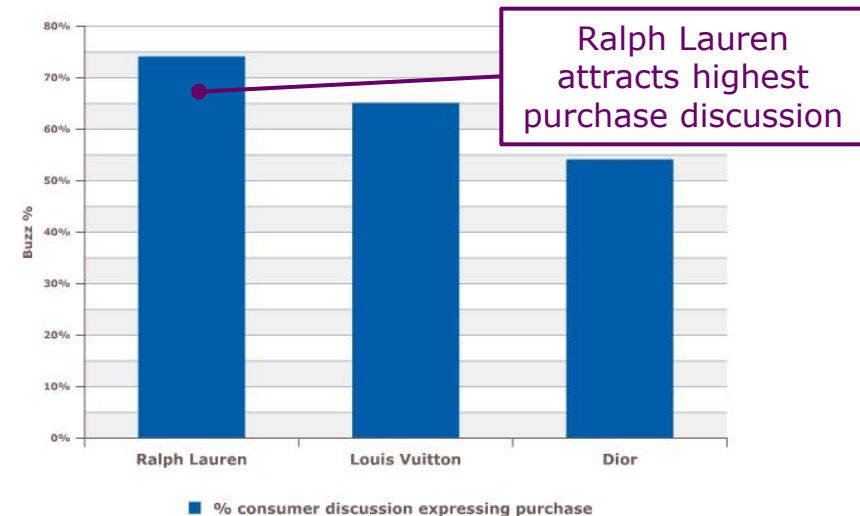
👉 The Holiday Gift Guide has given me great ideas for my husband's birthday pressie 🎁

👉 I bought this for my sister, she's been wearing it for ever! 🎁

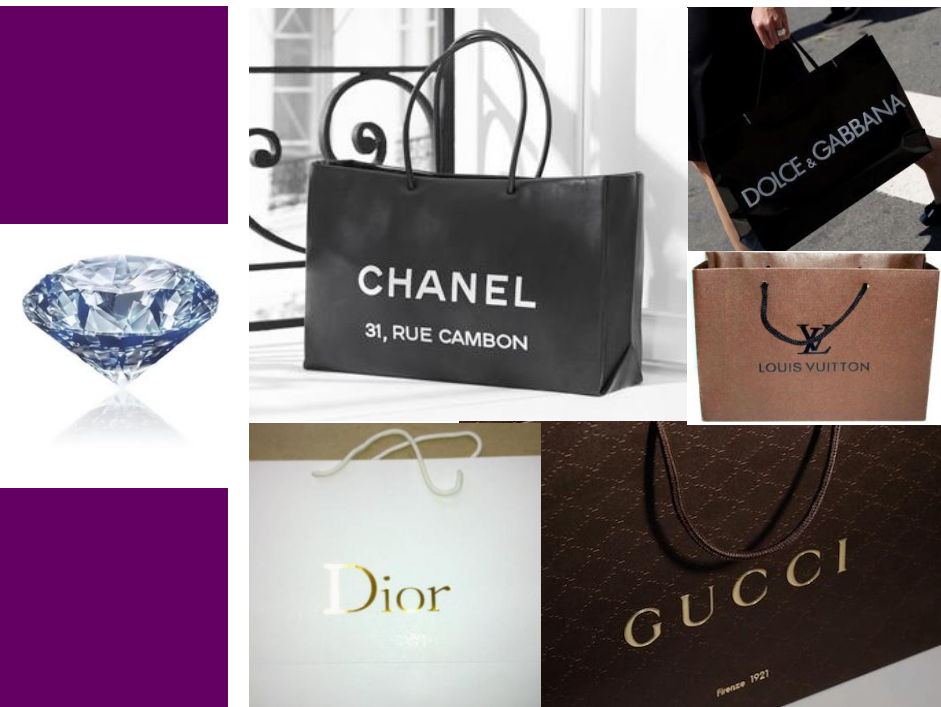
Ralph Lauren's Daily Gift Guide proves most successful for encouraging online purchase

- Both **Louis Vuitton** and **Dior** successfully re-create a luxury shopping experience by promoting product desirability – **Vuitton** through their premium personalisation service, **Dior** through their aspirational Lady Dior movies
- **Ralph Lauren's** use of gift ideas drives the highest purchase discussion at 74%, pointing to gift purchase as a niche market for online luxury retail

% consumer discussion containing references to purchase for Ralph Lauren vs Louis Vuitton vs Dior

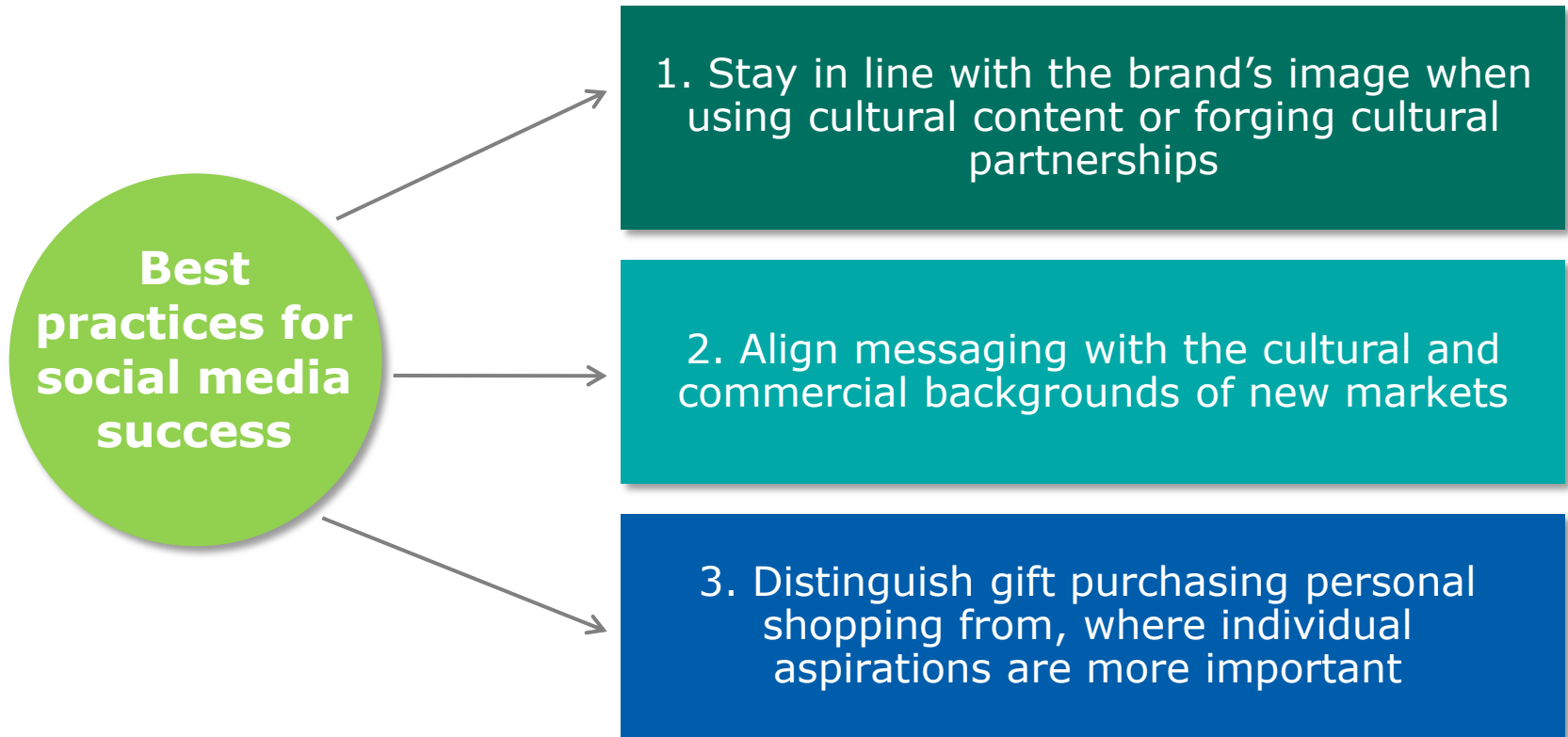


Brand	Facebook likes
LV Mon Monogram	8,383
Lady Dior movies	3,053
RL Gift Guide posts	1,000+ each



5. Summary of key findings

Luxury brands and social media: best practices for success in using social media platforms



About Wave social media news monitoring

- Wave is a social media news tracker providing daily case studies on the latest social media trends
- All the articles in this summary, as well as many more news stories, are available on our **Wave site**
- You can subscribe to our daily case studies on our **Wave site**, or follow us on **Twitter**, or via **RSS**





Appendix: about WaveMetrix

WaveMetrix is the global leader in buzz research



- We are the only major social media monitoring company to not just capture buzz, but actually read it
- Our analysts can read, interpret and classify every customer comment, in any language from any social media
- We work with many of the world's leading brands
- Our clients choose us because we don't just measure buzz, we help them understand and act on it



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