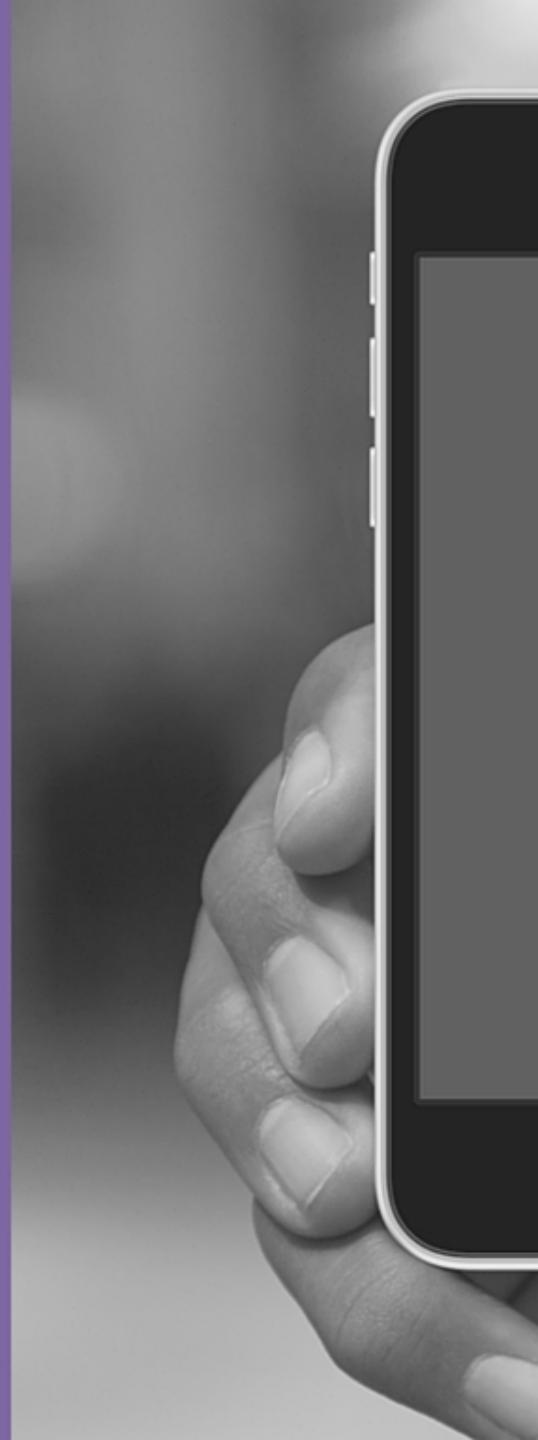


digital marketing

week 1 exercise



Contents

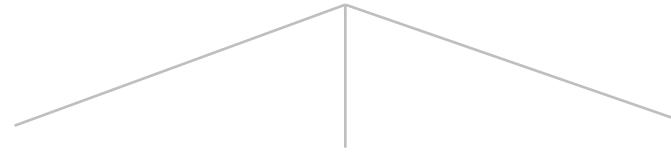
IWC

- I. Overview
 - a. Richemont
- II. Luxury Retail
 - a. Superior Goods
 - b. Luxury Retail
- III. Brands
- IV. Marketing
 - a. Advertisement
 - b. Social Media
 - 1. Popular Platforms
 - 2. Up & Coming Platforms
 - c. Target Audience
 - 1. Age Range & Demographic
 - 2. Social Status
- V. Conclusion



Compagnie Financière Richemont SA is a Switzerland-based luxury goods holding company founded in 1988 by South African businessman Johann Rupert. As of 2014, Richemont is the second largest luxury goods company in the world.

C O M P A N Y



M A I S O N S



Overview

Luxury Retail

Brands

Marketing

Conclusion

Luxury Retail

Overview

Luxury Retail

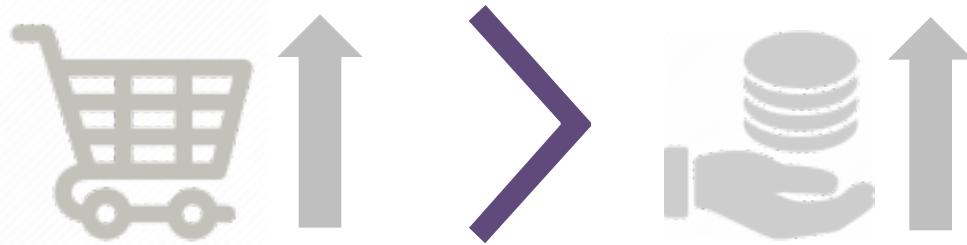
Brands

Marketing

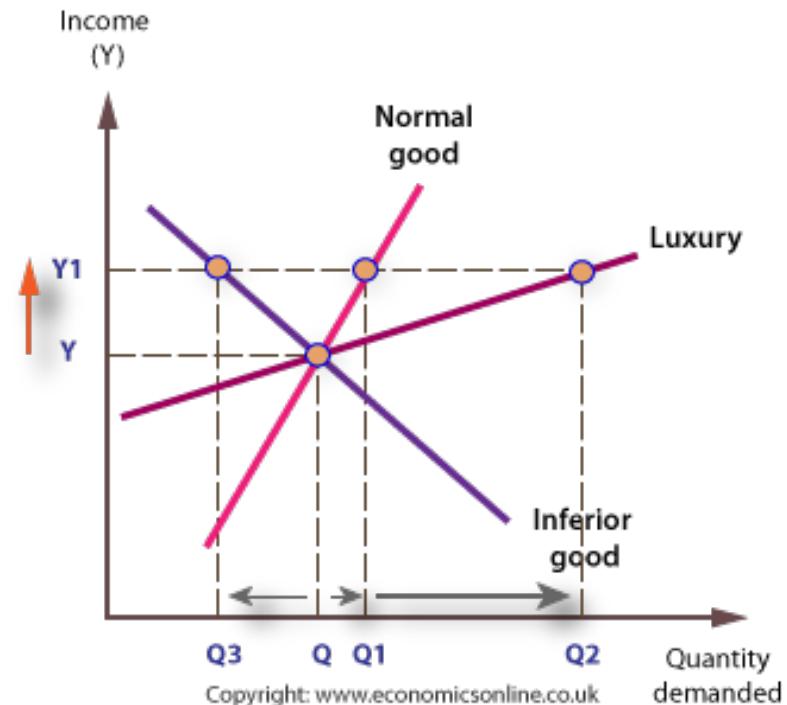
Conclusion

Superior Goods vs. Normal Goods

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A luxury good is a good for which demand increases more than proportionally as income rises.



What is Luxury Retail?

IWC

“You’re not selling necessities— you’re selling dreams.”



Overview



Luxury Retail



Brands



Marketing



Conclusion

Brands



Luxury watches for men

IWC
Schaffhausen



Overview



Luxury Retail



Brands



Marketing



Conclusion

Haute couture fashion for men and women



GIVENCHY



Overview



Luxury Retail



Brands



Marketing



Conclusion

High end fashion and accessories for men and women



Overview



Luxury Retail



Brands



Marketing



Conclusion

Luxury watches for men

PANERAI
LABORATORIO DI IDEE.



Overview



Luxury Retail



Brands



Marketing



Conclusion

High end jewelry and watches for men and women

Cartier



Overview



Luxury Retail



Brands



Marketing



Conclusion

Designer watches, jewelry, and fashion



Overview



Luxury Retail



Brands



Marketing



Conclusion

Luxury handbags and accessories

GUCCI
®



Overview



Luxury Retail



Brands



Marketing



Conclusion

Haute couture fashion, perfume, and accessories



Overview



Luxury Retail



Brands

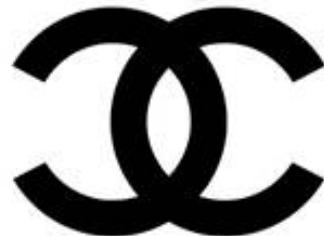


Marketing



Conclusion

Designer fashion, perfume, and accessories



Overview



Luxury Retail



Brands



Marketing



Conclusion

Designer fashion, perfume, and accessories



Overview



Luxury Retail



Brands



Marketing



Conclusion

Luxury watches for men and women



Overview



Luxury Retail



Brands



Marketing

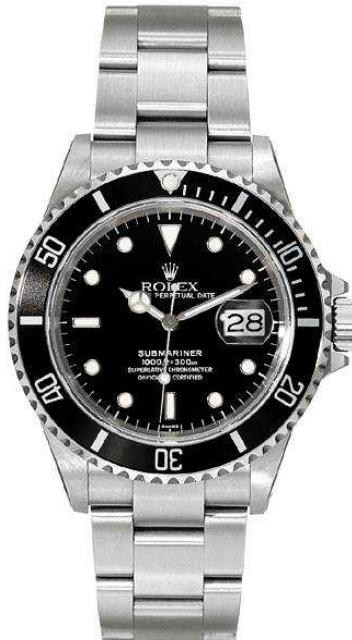


Conclusion

Luxury watches for men



ROLEX



Overview



Luxury Retail



Brands



Marketing



Conclusion

Luxury watches and jewelry for men and women

PIAGET



Overview



Luxury Retail



Brands



Marketing



Conclusion

High end beauty and apparel for women

Dior



Overview



Luxury Retail



Brands



Marketing



Conclusion

British luxury fashion and accessories



Overview



Luxury Retail



Brands



Marketing



Conclusion

Prominent luxury fashion house, for men and women



Overview



Luxury Retail



Brands

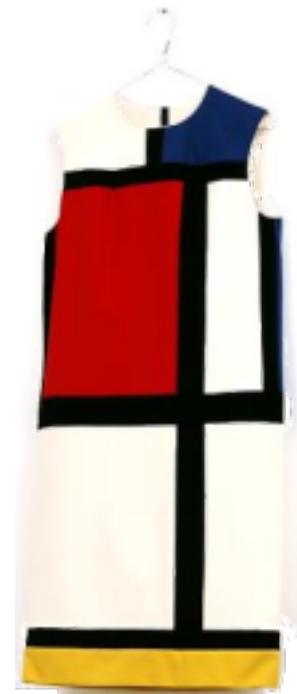


Marketing



Conclusion

Modern fashion and cosmetics for women



Overview



Luxury Retail



Brands



Marketing



Conclusion

High end jewelry for women, loved ones

TIFFANY & CO.



Overview



Luxury Retail



Brands



Marketing



Conclusion

High fashion leather goods and accessories



Overview



Luxury Retail



Brands



Marketing



Conclusion

Luxury leather shoes and
accessories

Salvatore Ferragamo



Overview



Luxury Retail



Brands



Marketing



Conclusion

Luxury jewelry, accessories, and fragrances

BVLGARI



Overview

Luxury Retail

Brands

Marketing

Conclusion

Marketing



Advertisement



Overview

Luxury Retail

Brands

Marketing

Conclusion

Advertisement

IWC



Overview

Luxury Retail

Brands

Marketing

Conclusion

Advertisement

IWC



Overview

Luxury Retail

Brands

Marketing

Conclusion

Advertisement

IWC



Overview

Luxury Retail

Brands

Marketing

Conclusion

Advertisement

IWC



Overview

Luxury Retail

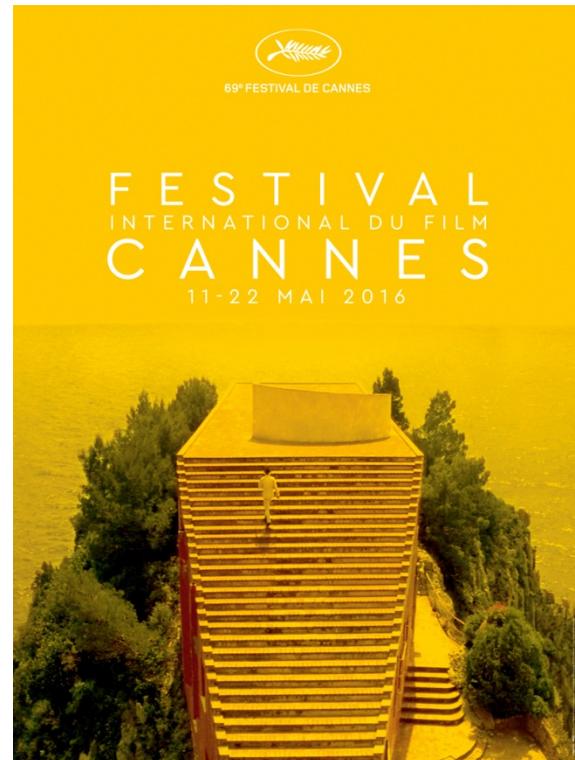
Brands

Marketing

Conclusion

Advertisement

IWC



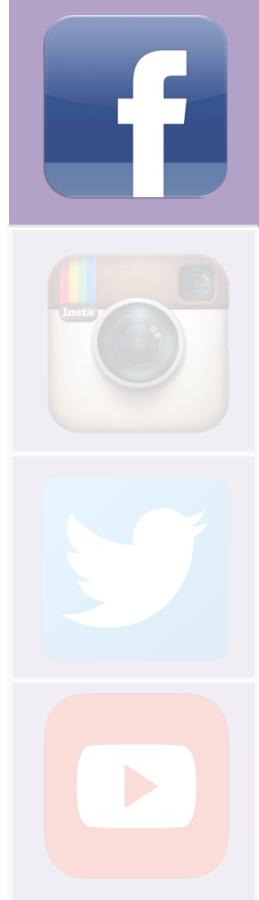
Overview

Luxury Retail

Brands

Marketing

Conclusion

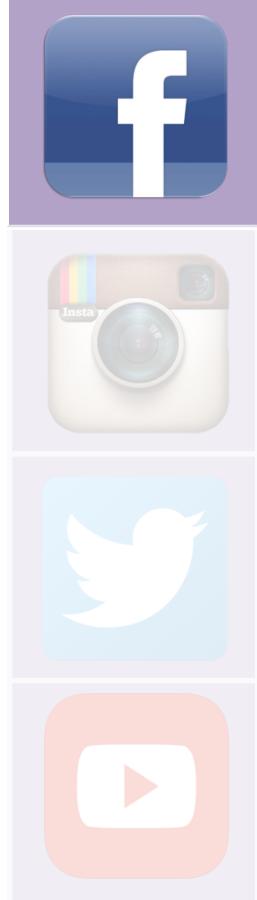


- ✓ Comprehensive
- ✓ Greatest popularity
1,650 million users

- ✓ Greatest age range

87% of adults 18–29 use Facebook.
73% of adults 30–49 use Facebook.
63% of adults 50–64 use Facebook.
56% of adults 65+ use Facebook.

- ✓ Worldwide



- ✓ Comprehensive
- ✓ Greatest popularity

1,650 million users

- ✓ Greatest age range

87% of adults 18–29 use Facebook.

73% of adults 30–49 use Facebook.

63% of adults 50–64 use Facebook.

56% of adults 65+ use Facebook.

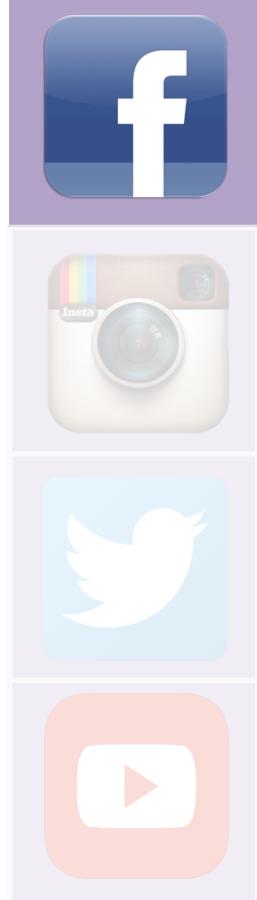
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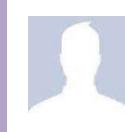
56% of adults 65+ use Facebook.

- ✓ Worldwide



Social Media

IWC



Marianna Today I went for a walk at the lake

4 hours ago • Comment • Like



Overview

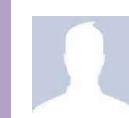
Luxury Retail

Brands

Marketing

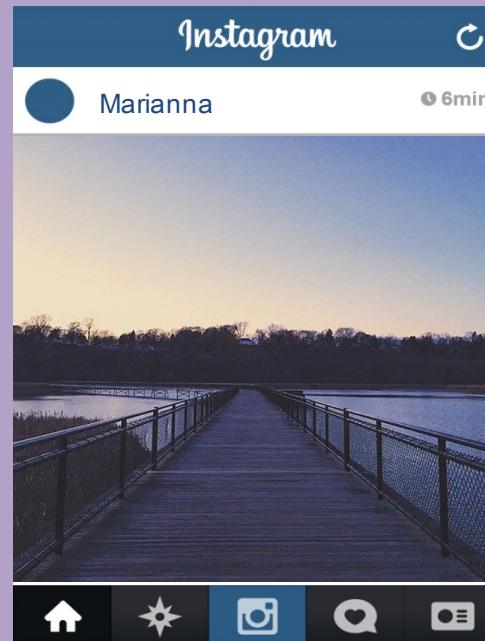
Conclusion

Social Media



Marianna Today I went for a walk at the lake

4 hours ago • Comment • Like



Overview



Luxury Retail



Brands



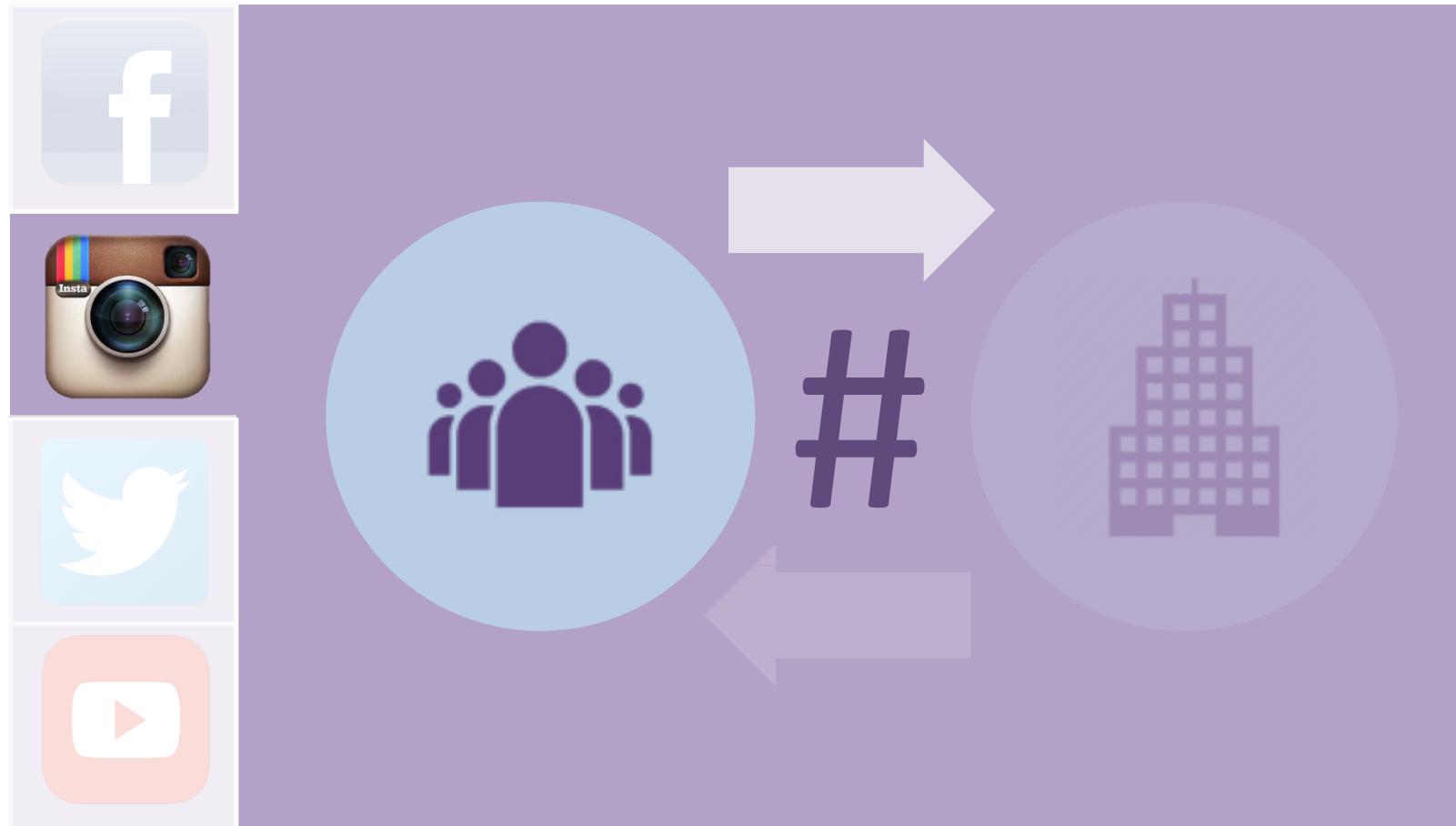
Marketing



Conclusion

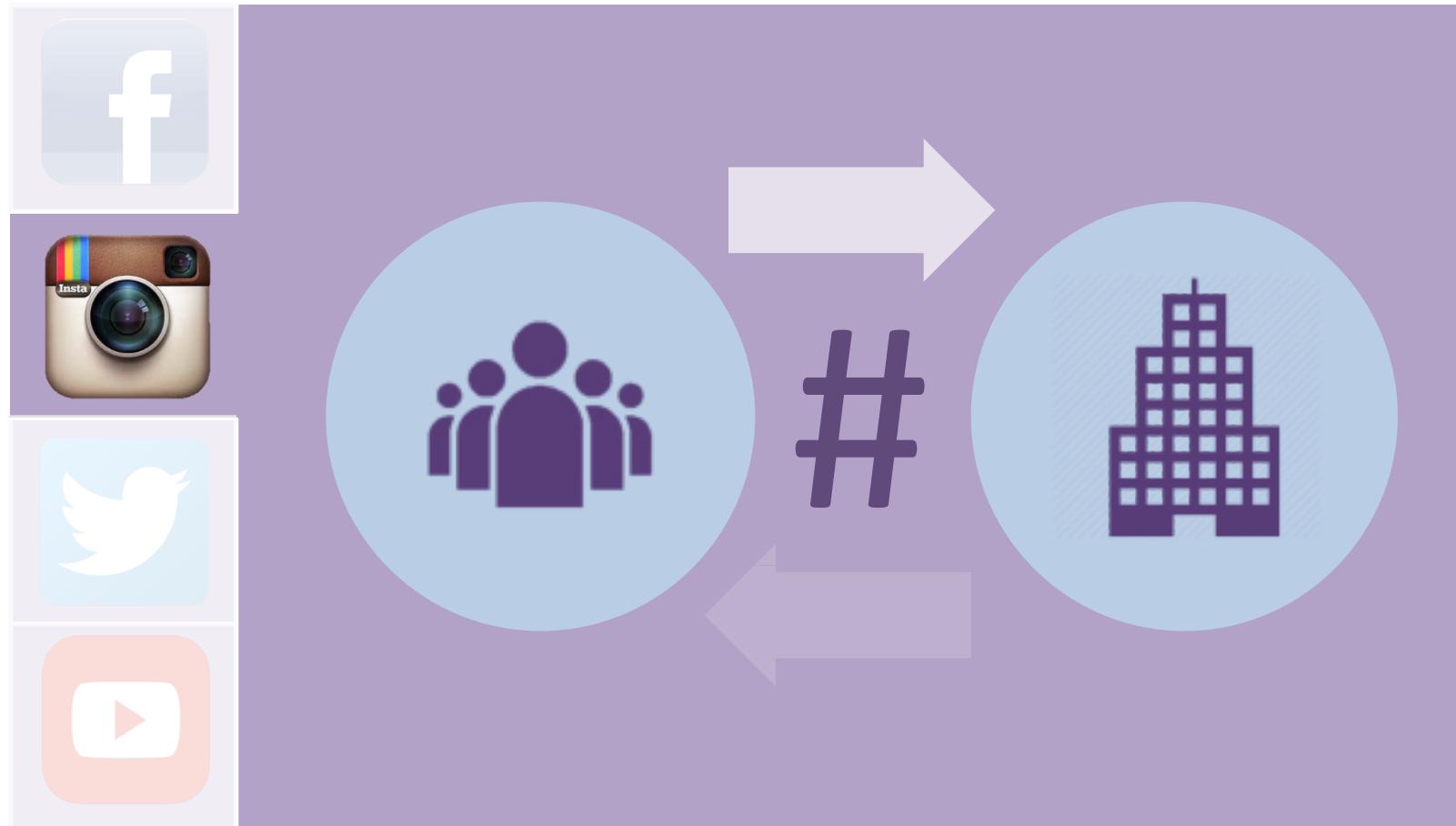
Social Media

IWC



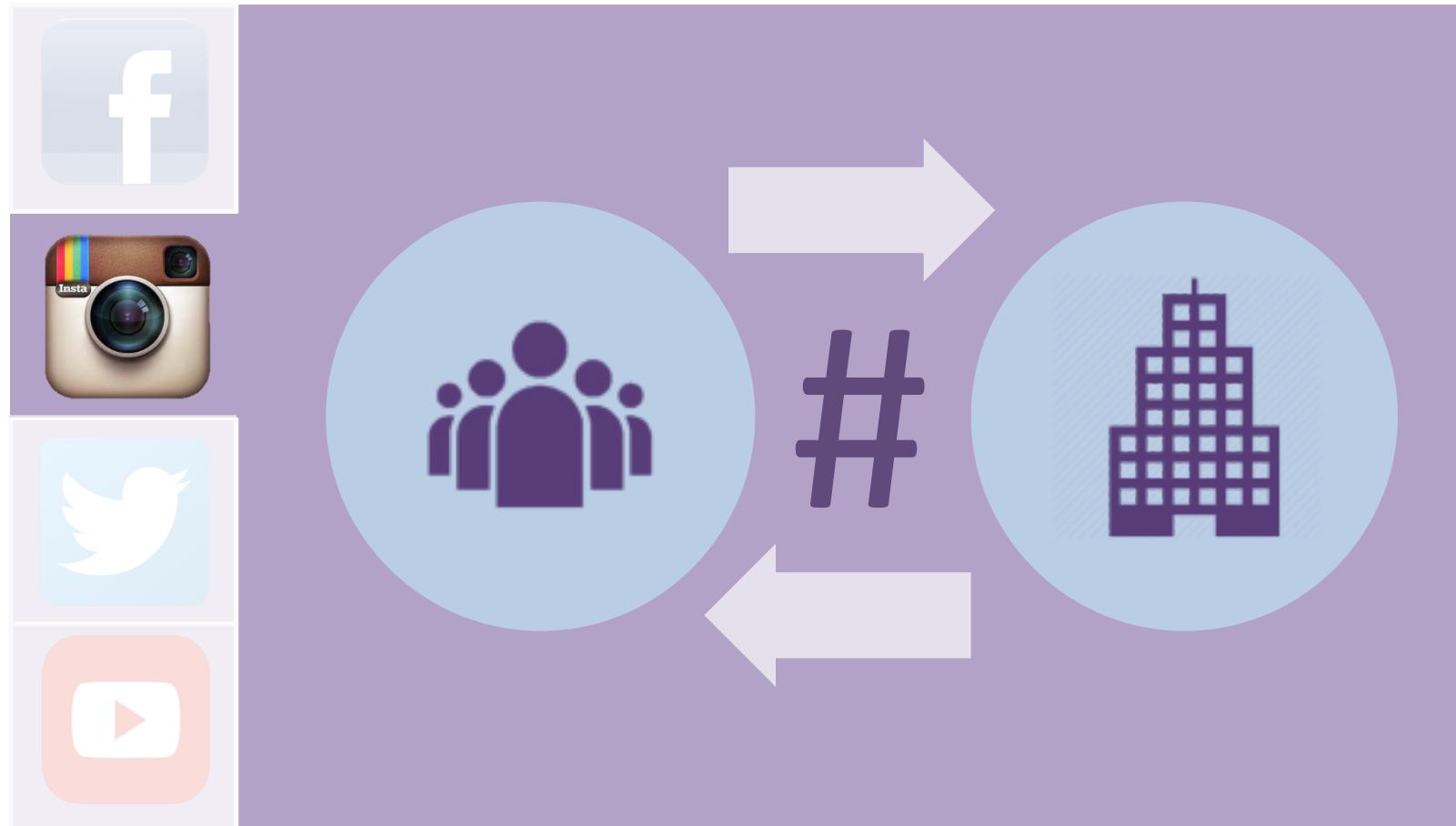
Social Media

IWC



Social Media

IWC



Overview

Luxury Retail

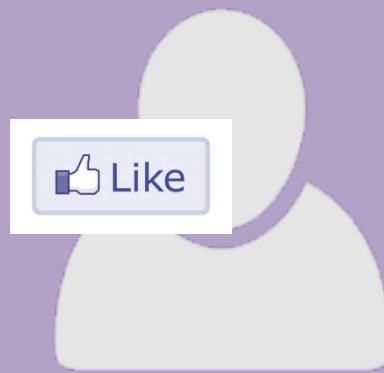
Brands

Marketing

Conclusion



Facebook



Instagram



Overview

Luxury Retail

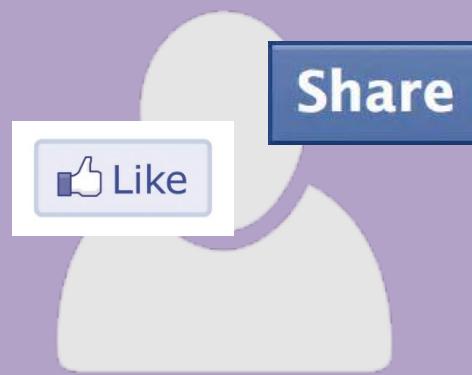
Brands

Marketing

Conclusion



Facebook



Instagram

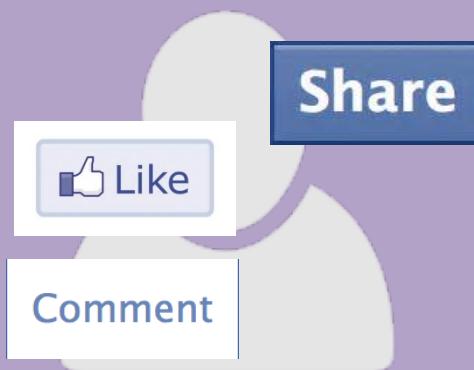


3,745





Facebook



Instagram



8,367





Facebook



Instagram



11,245



Overview



Luxury Retail



Brands



Marketing



Conclusion



Facebook



Instagram



50,392



Overview



Luxury Retail



Brands



Marketing



Conclusion



Facebook



Instagram



89,384



Overview



Luxury Retail



Brands



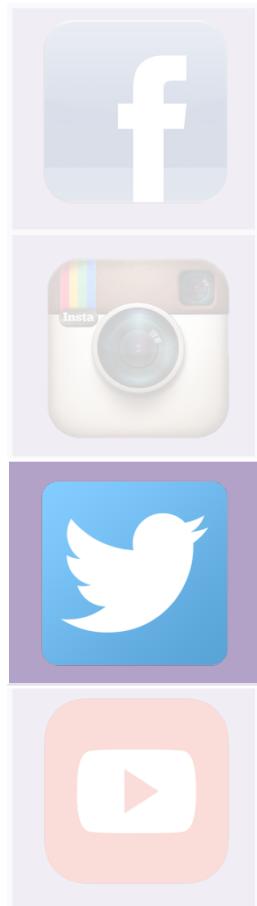
Marketing



Conclusion

Social Media

IWC



Overview

Luxury Retail

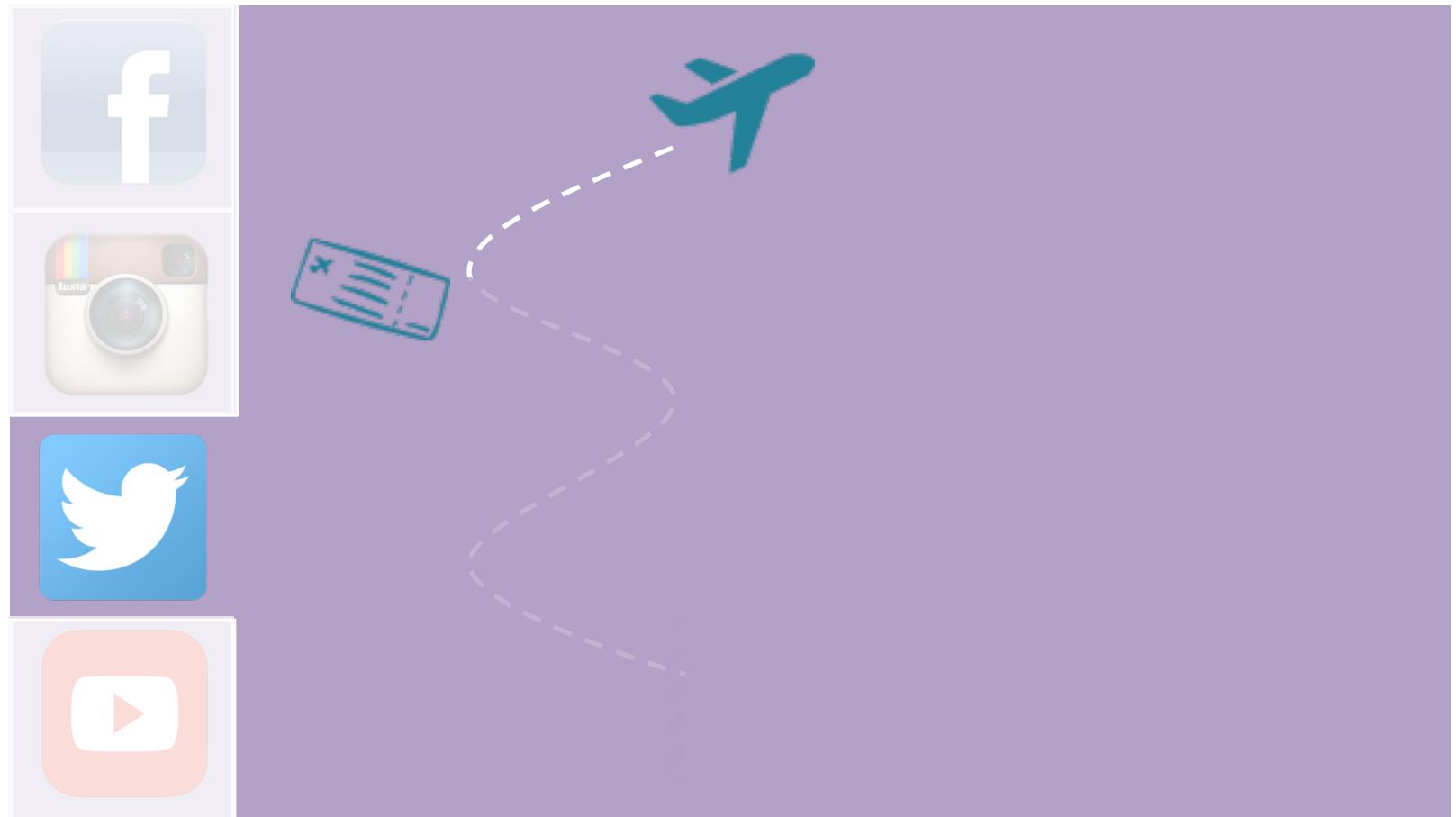
Brands

Marketing

Conclusion

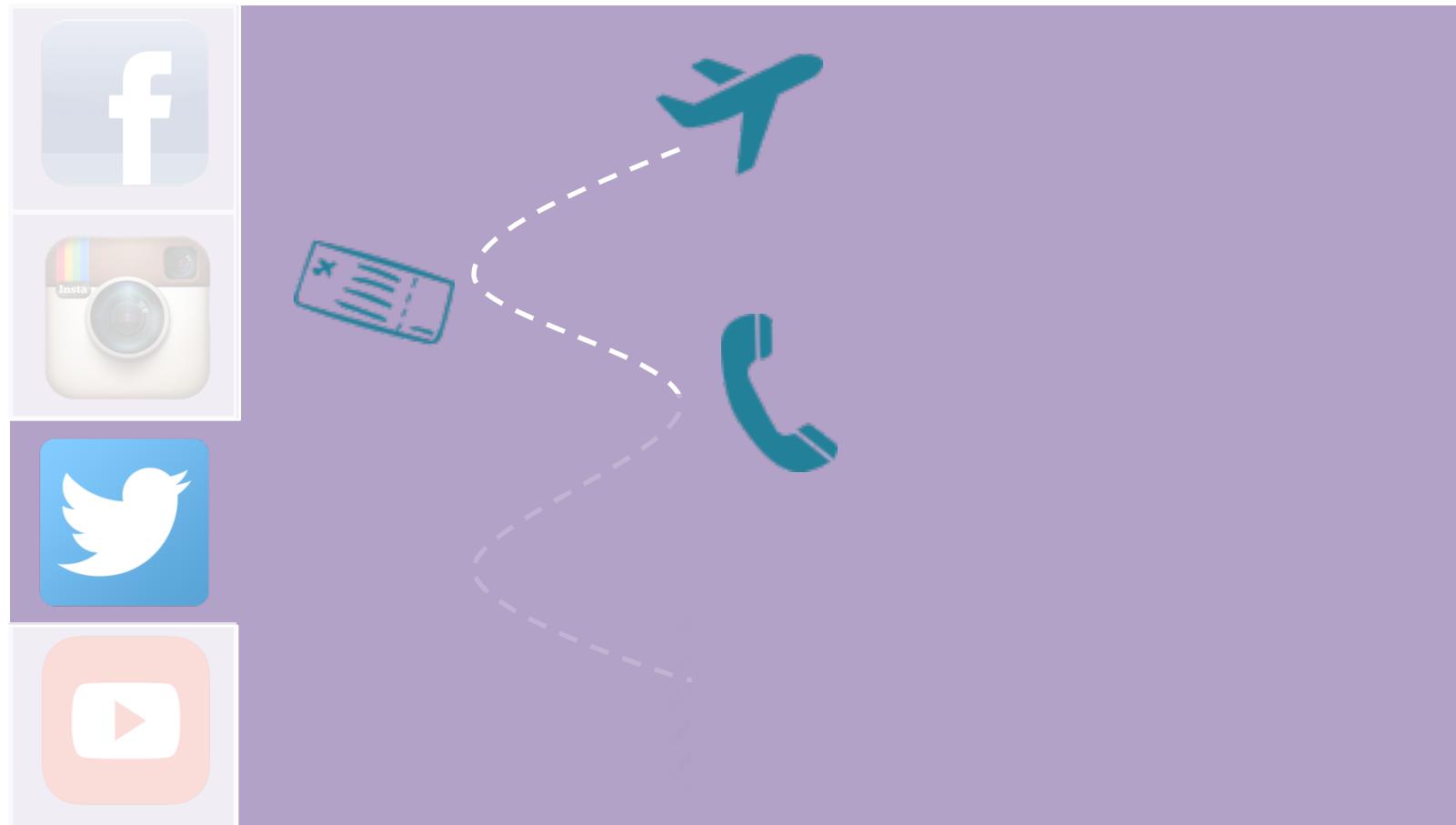
Social Media

IWC



Social Media

IWC



Overview



Luxury Retail



Brands



Marketing



Conclusion

Social Media

IWC



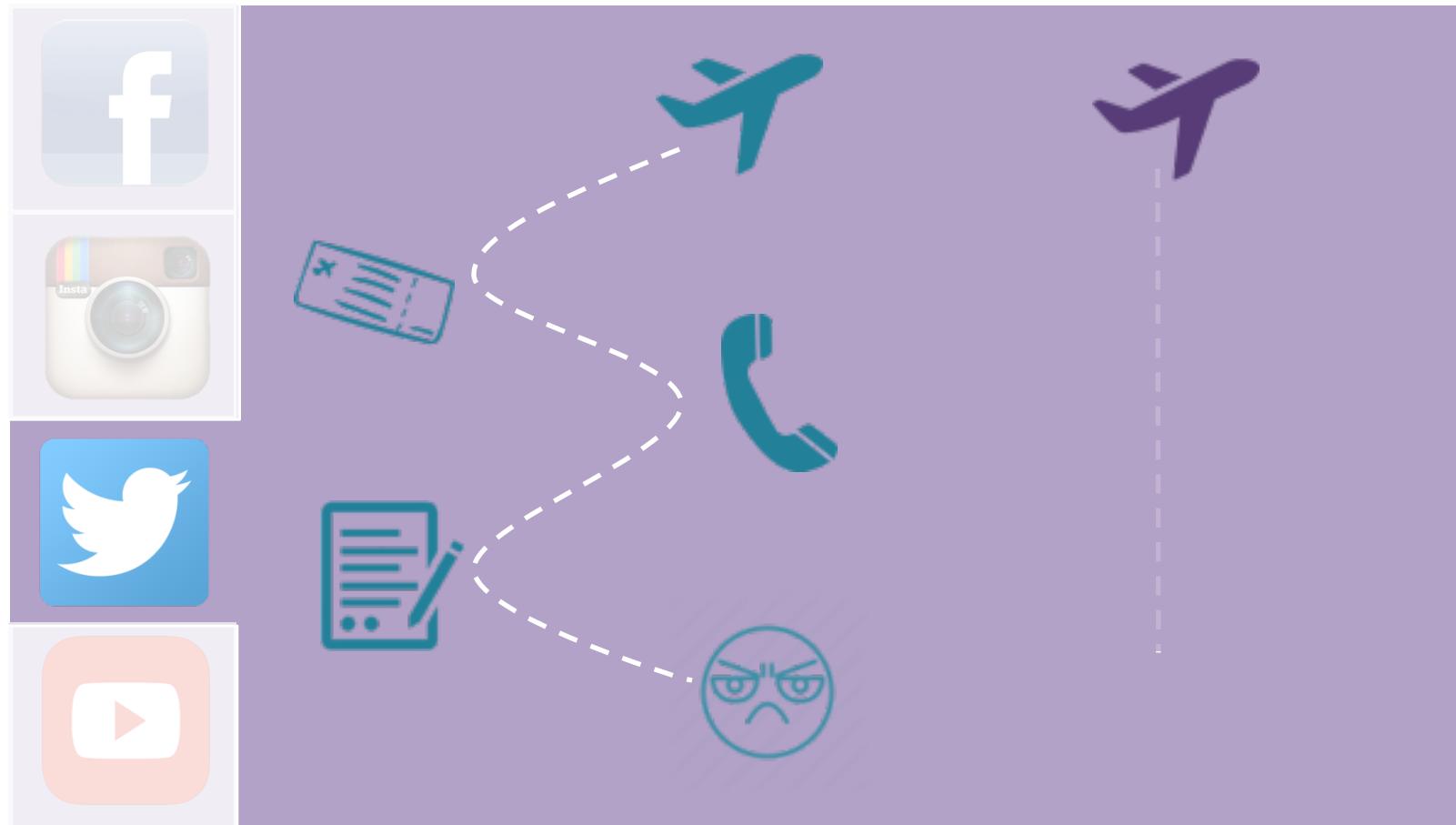
Social Media

IWC



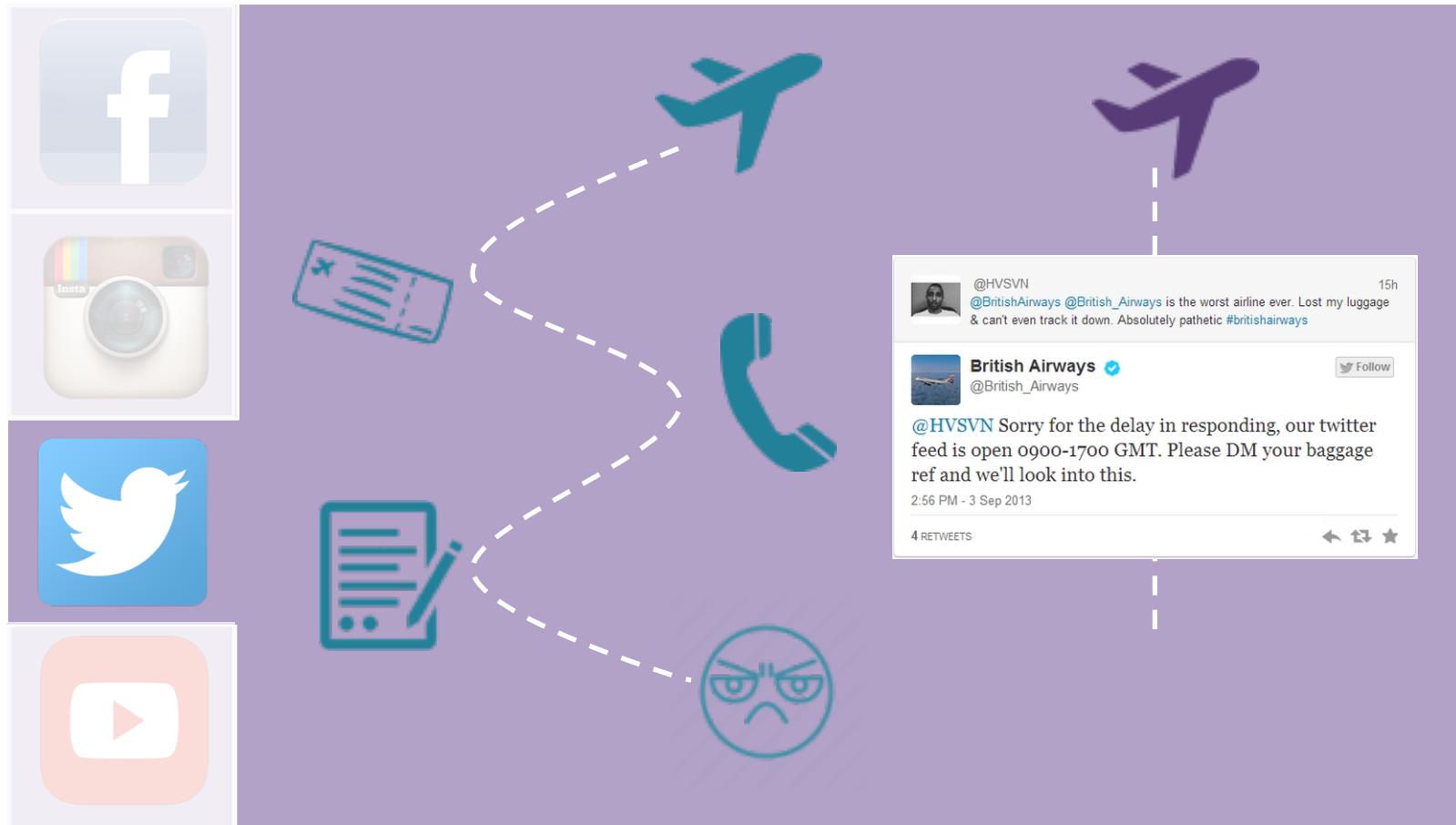
Social Media

IWC



Social Media

IWC



Overview

Luxury Retail

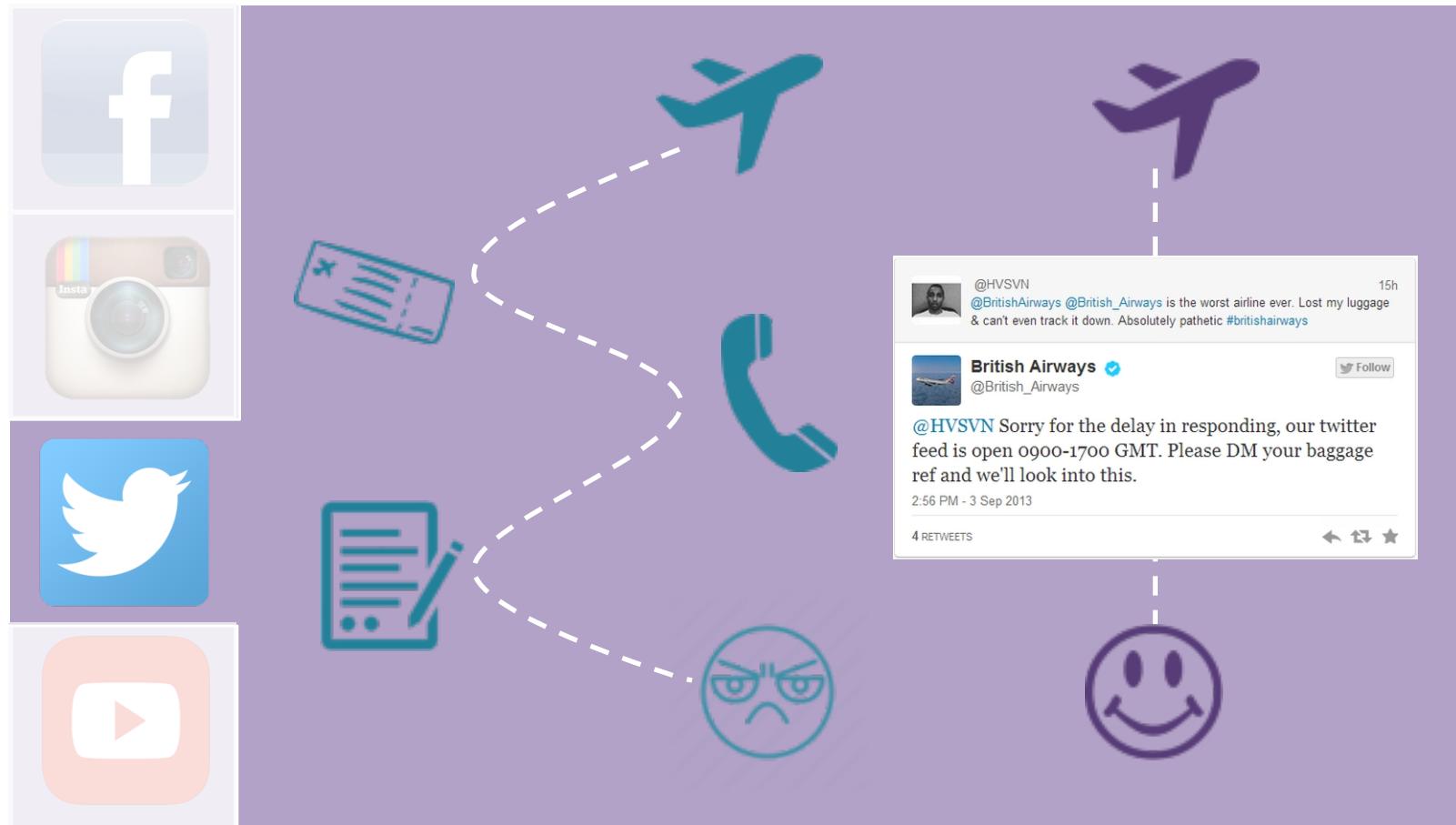
Brands

Marketing

Conclusion

Social Media

IWC



Overview

Luxury Retail

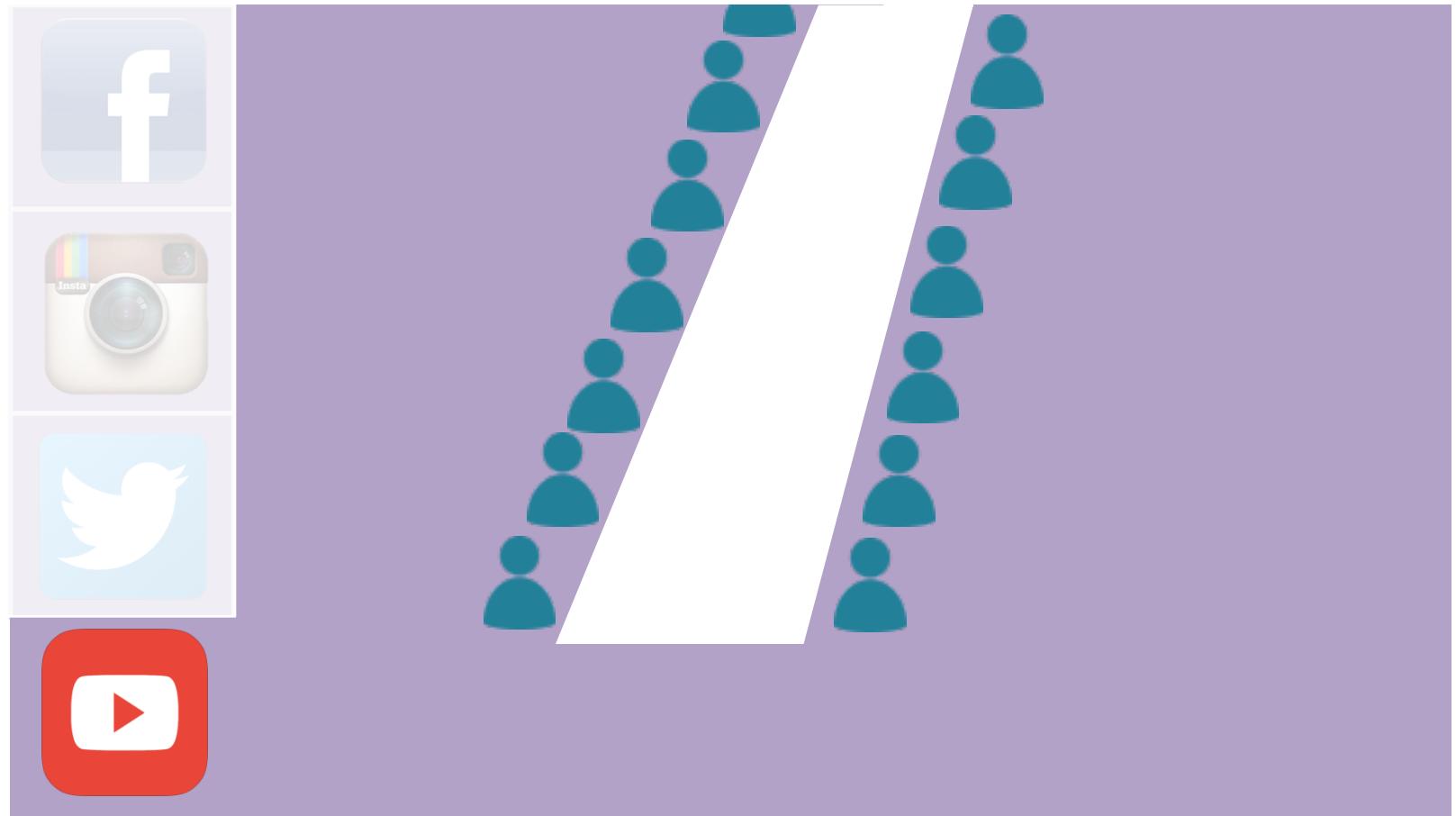
Brands

Marketing

Conclusion

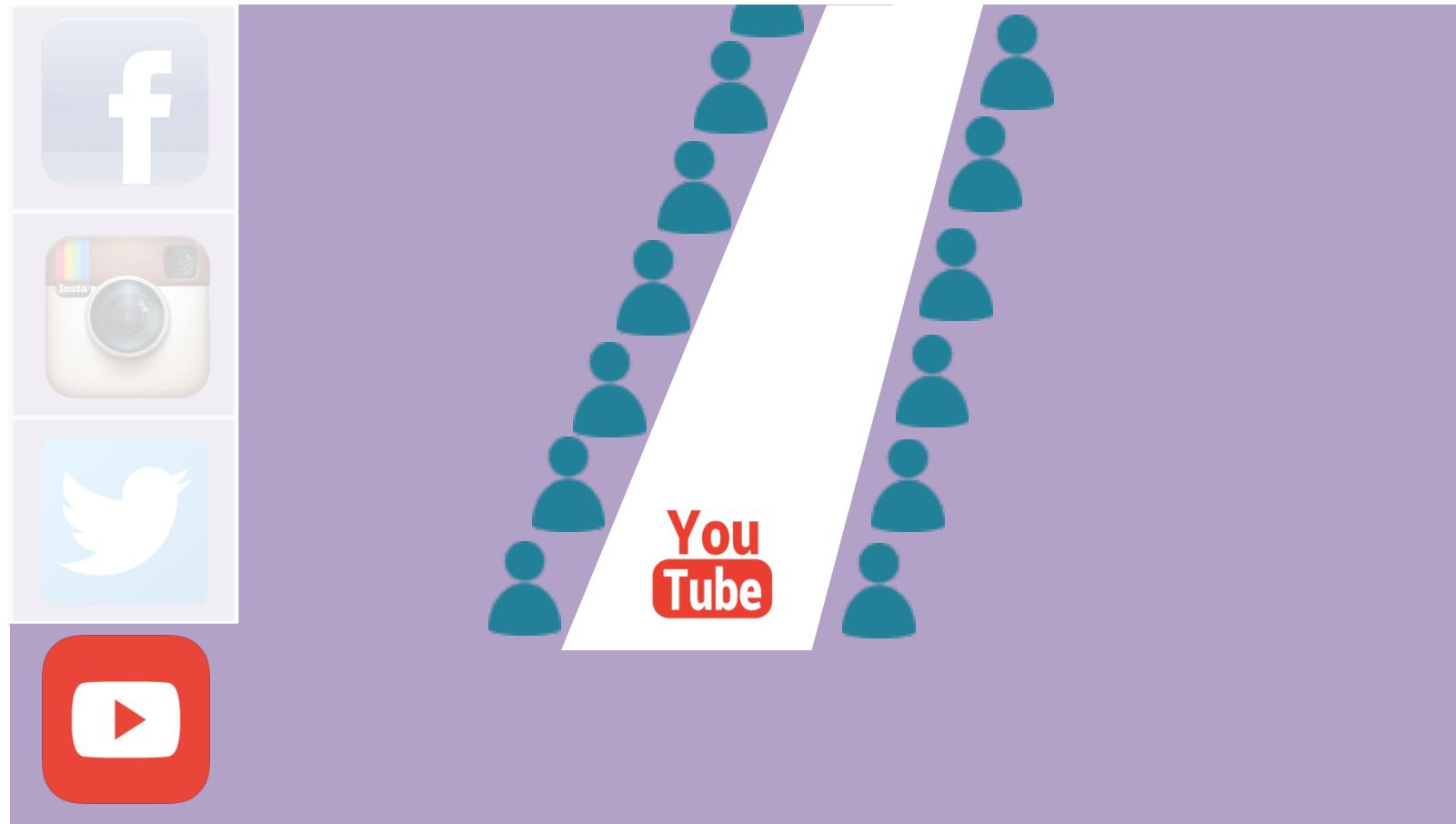
Social Media

IWC



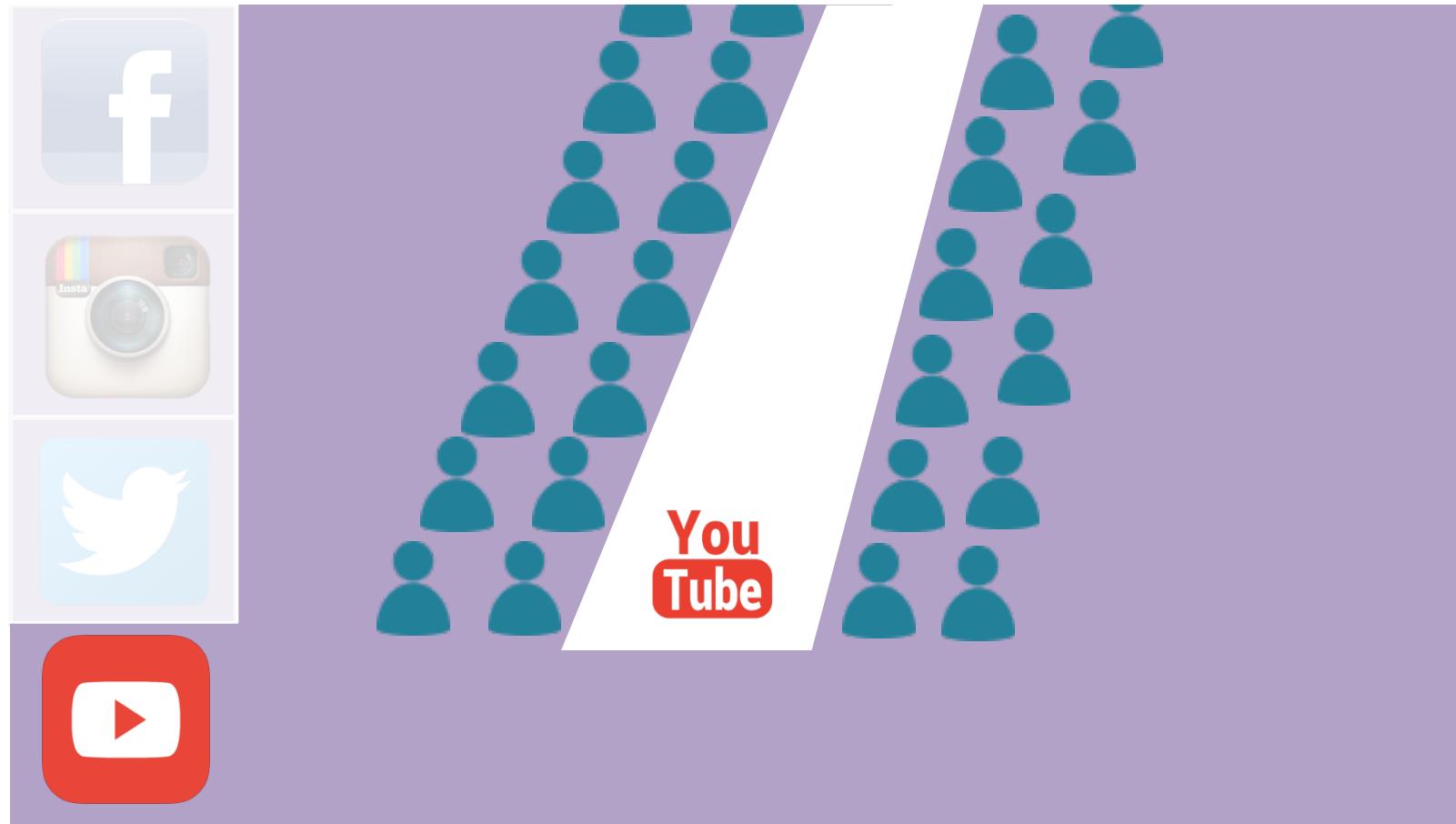
Social Media

IWC



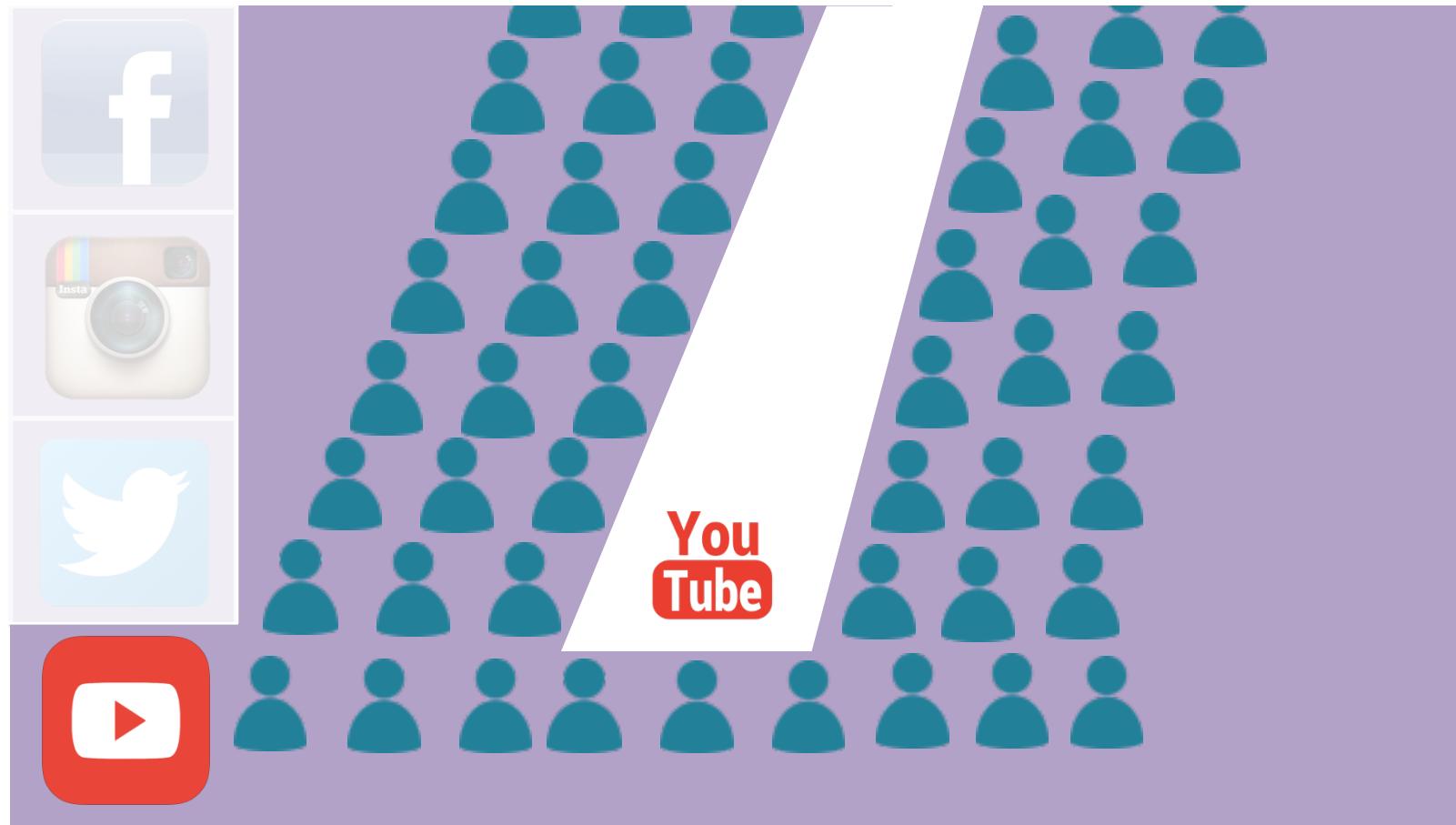
Social Media

IWC



Social Media

IWC



Overview

Luxury Retail

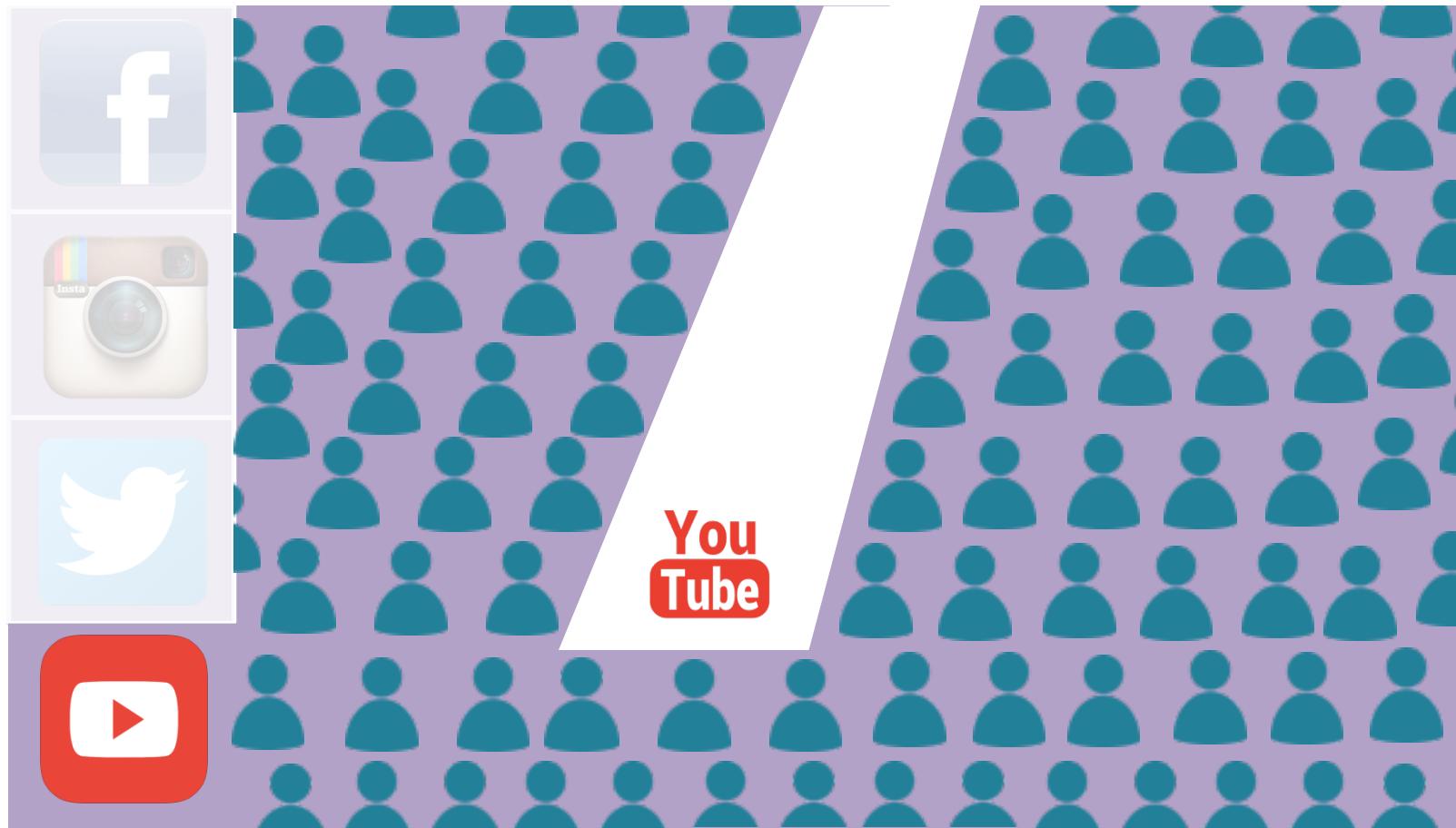
Brands

Marketing

Conclusion

Social Media

IWC



Overview

Luxury Retail

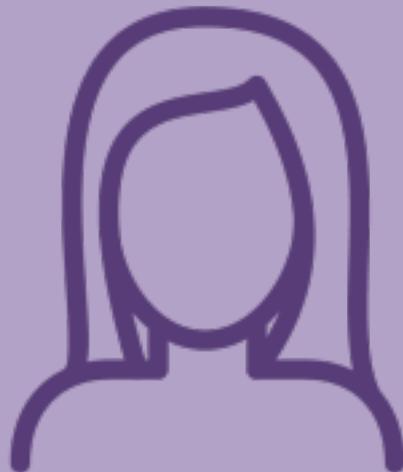
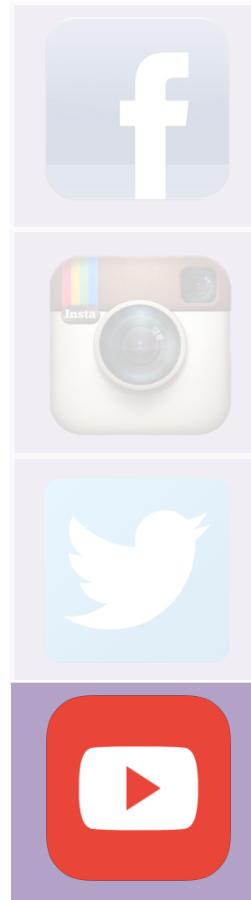
Brands

Marketing

Conclusion

Social Media

IWC



- YouTube stars as brand ambassadors
- Ability to see the products in use
- Promotions and giveaways



Social Media

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Schaffhausen

GIVENCHY

JAEGER-LECOULTRE

Dior

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BURBERRY®
LONDON

LOUIS VUITTON

Cartier

D&G
DOLCE & GABBANA®

GUCCI
G

VERSACE



IWC
Schaffhausen

GIVENCHY

RALPH LAUREN

PANERAI
LABORATORIO DI IDEE.

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JAEGER-LECOULTRE

TIFFANY & Co.

ROLEX

VERSACE

Salvatore Ferragamo

Dior

BURBERRY®
LONDON

LOUIS VUITTON

V

Y
Hermès

BVLGARI PIAGET



IWC
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Cartier

GUCCI
G

RALPH LAUREN

JAEGER-LECOULTRE

Dior

BURBERRY®
LONDON

TIFFANY & Co.

HERMÈS

Salvatore Ferragamo

Overview

Luxury Retail

Brands

Marketing

Conclusion

Social Media

IWC



IWC
Schaffhausen




Dior

Celebrities like Kim Kardashian featuring brands on their personal Snapchat

LOUIS VUITTON



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Schaffhausen

GIVENCHY

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Cartier

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Increased consumer engagement through a Tumblr campaign



Overview

Luxury Retail

Brands

Marketing

Conclusion

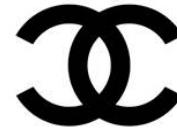
Social Media

IWC



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Schaffhausen

GIVENCHY



IWC
Schaffhausen

GIVENCHY



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Cartier

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DOLCE & GABBANA*

GUCCI
Gucci



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Dior



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Salvatore Ferragamo

BVLGARI



Overview



Luxury Retail



Brands

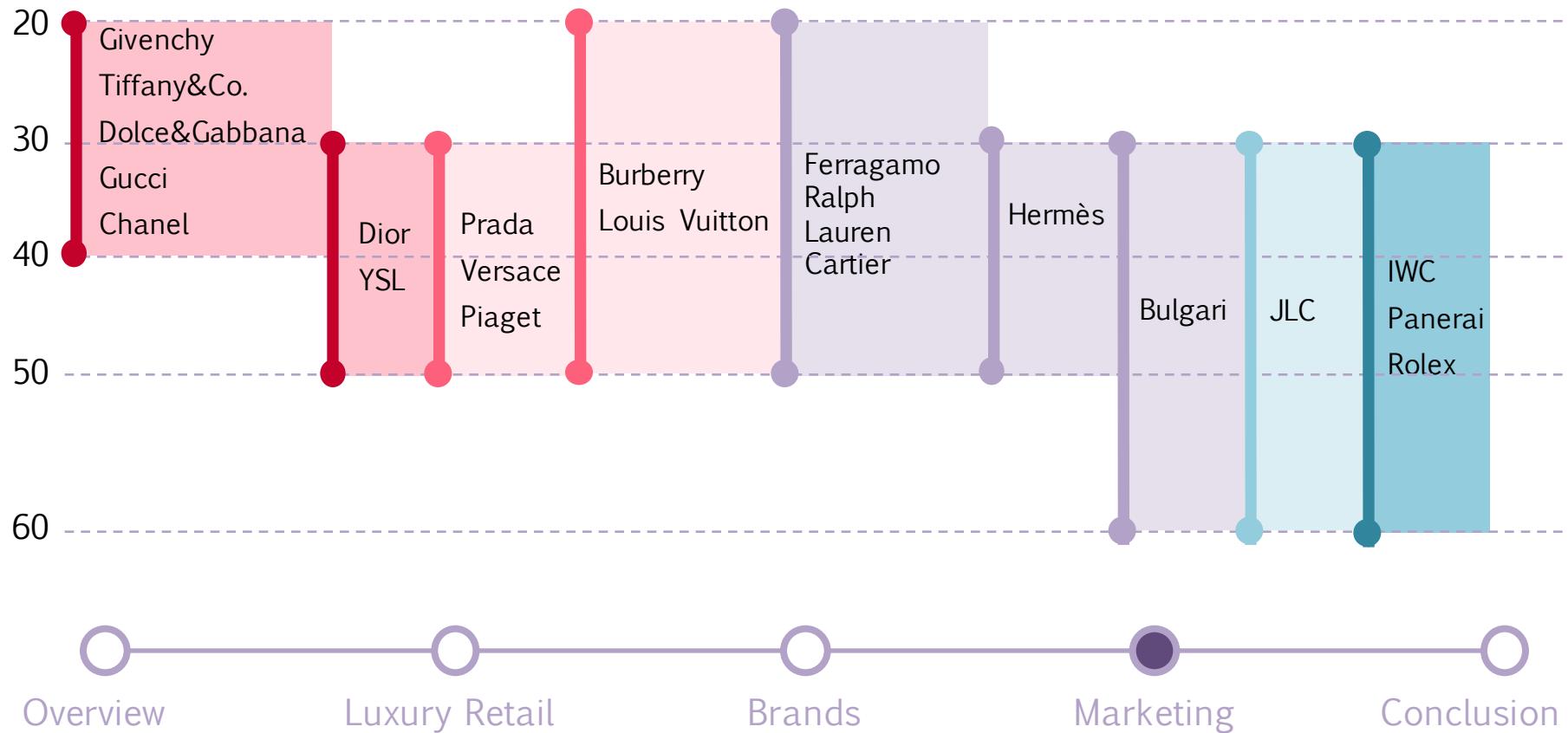


Marketing



Conclusion

Target Audience Demographic



Target Audience Social Status

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D&G
DOLCE & GABBANA

GIVENCHY



HERMÈS

BURBERRY
LONDON

Salvatore Ferragamo

BVLGARI

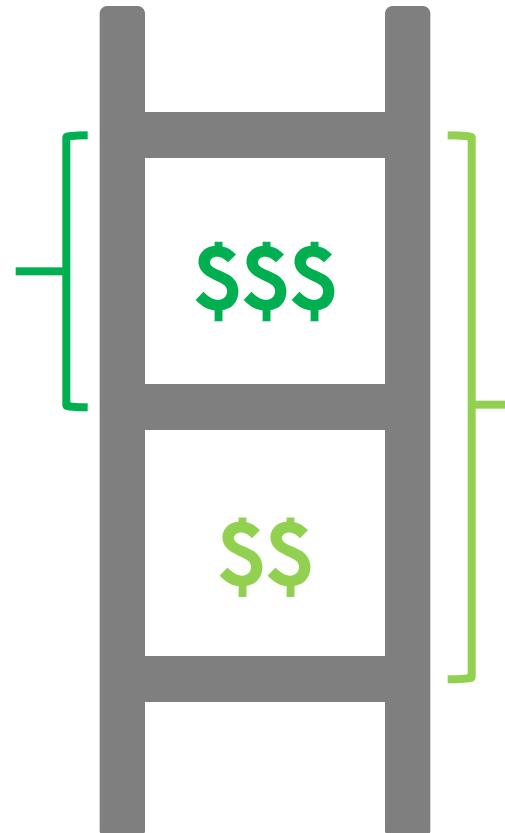
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PIAGET

ROLEX

IWC
Schaffhausen

PANERAI
LABORATORIO DI IDEE.



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Overview

Luxury Retail

Brands

Marketing

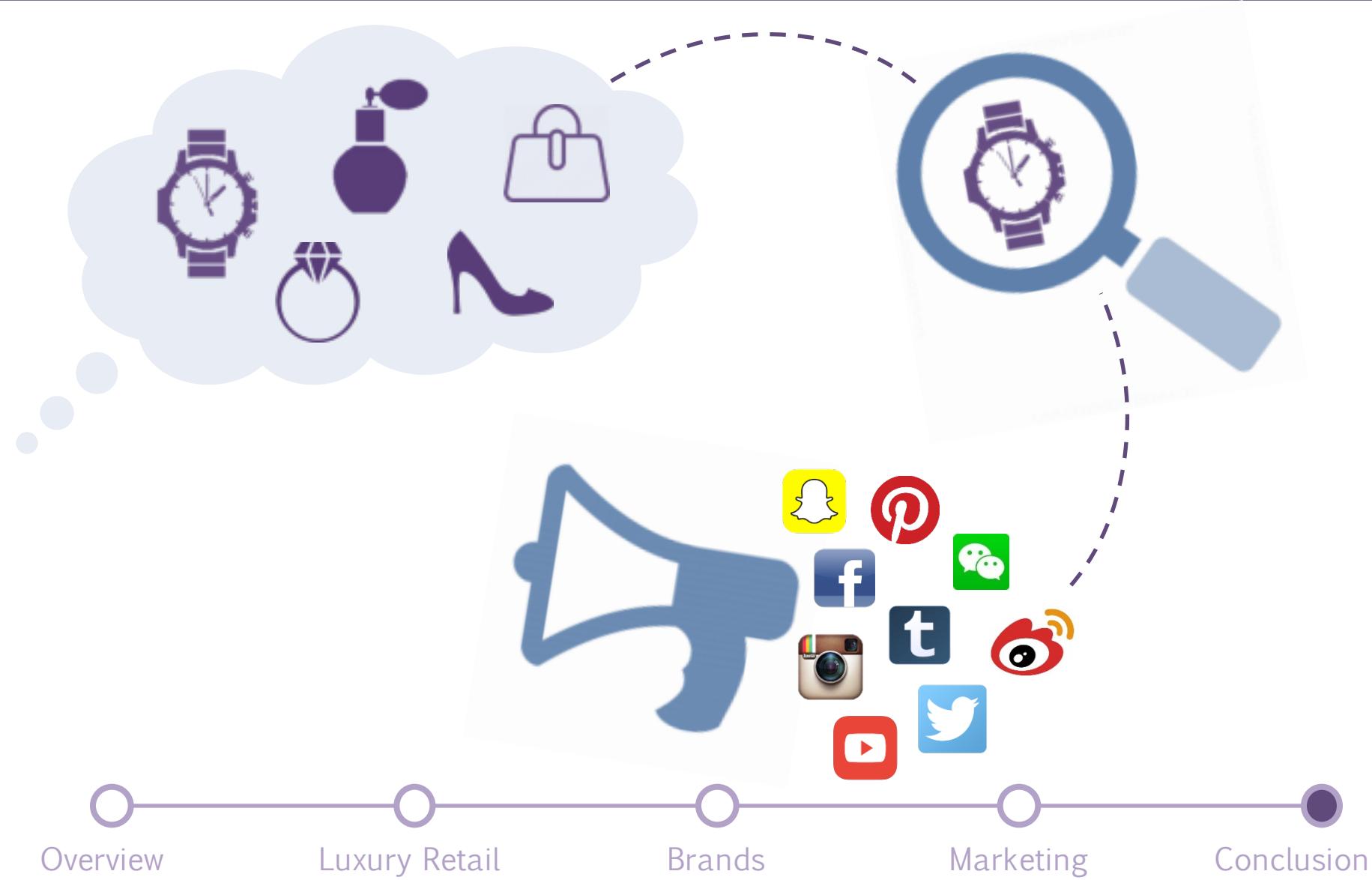
Conclusion

Conclusion



Conclusion

IWC



Conclusion

IWC



thank you.

