

RICHEMONT ASIA PACIFIC LTD, TAIWAN

DIGITAL MARKETING SUMMER INTERNSHIP 2016

07/27

—

Marianna Shakhnazaryan

Michelle Su

Contents

I. Introduction

1. Summer Internship
2. Social Media Project

II. Social Media

1. Platform Analysis
2. Survey Results

III. Data Analysis

IV. Case Studies

1. Competitor Examples

V. Conclusion

1. Traditional vs. Digital Marketing
2. How Brands Can Utilize Social Media Effectively

INTRODUCTION

Internship at IWC



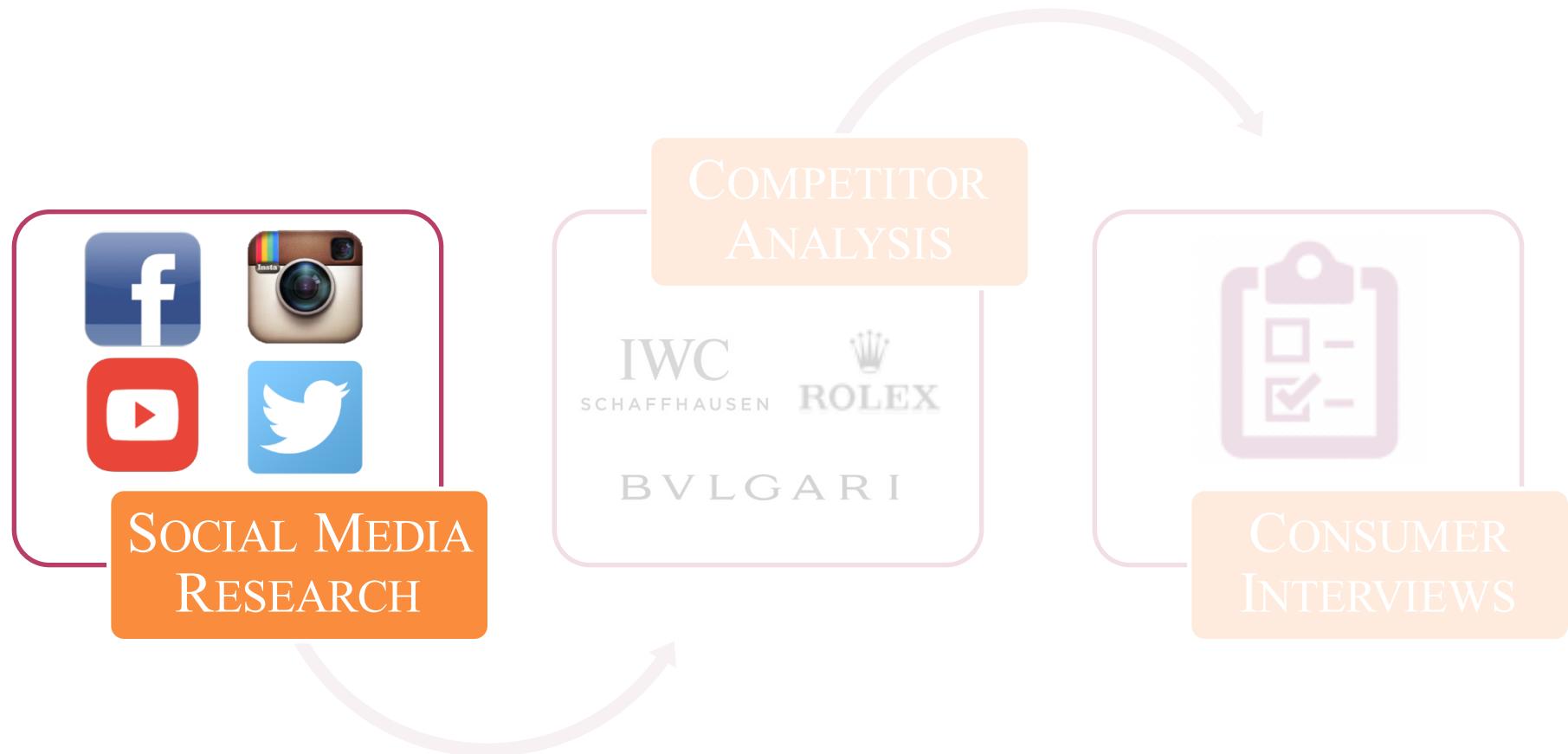
Global Fellows and Global Leadership Program are summer internship programs that provide a great opportunity for students to develop international work experience in Asia.



The USC Global Fellows Internship Program and Global Leadership Program provide funding for USC undergraduates to live and intern in Asia for two months during the summer. These programs seek to promote understanding and develop quality relationships between the United States and Asia.

Students are first accepted into the program through a thorough application process, and then assigned to a company in Asia for their summer internships.

Social Media Project



introduction

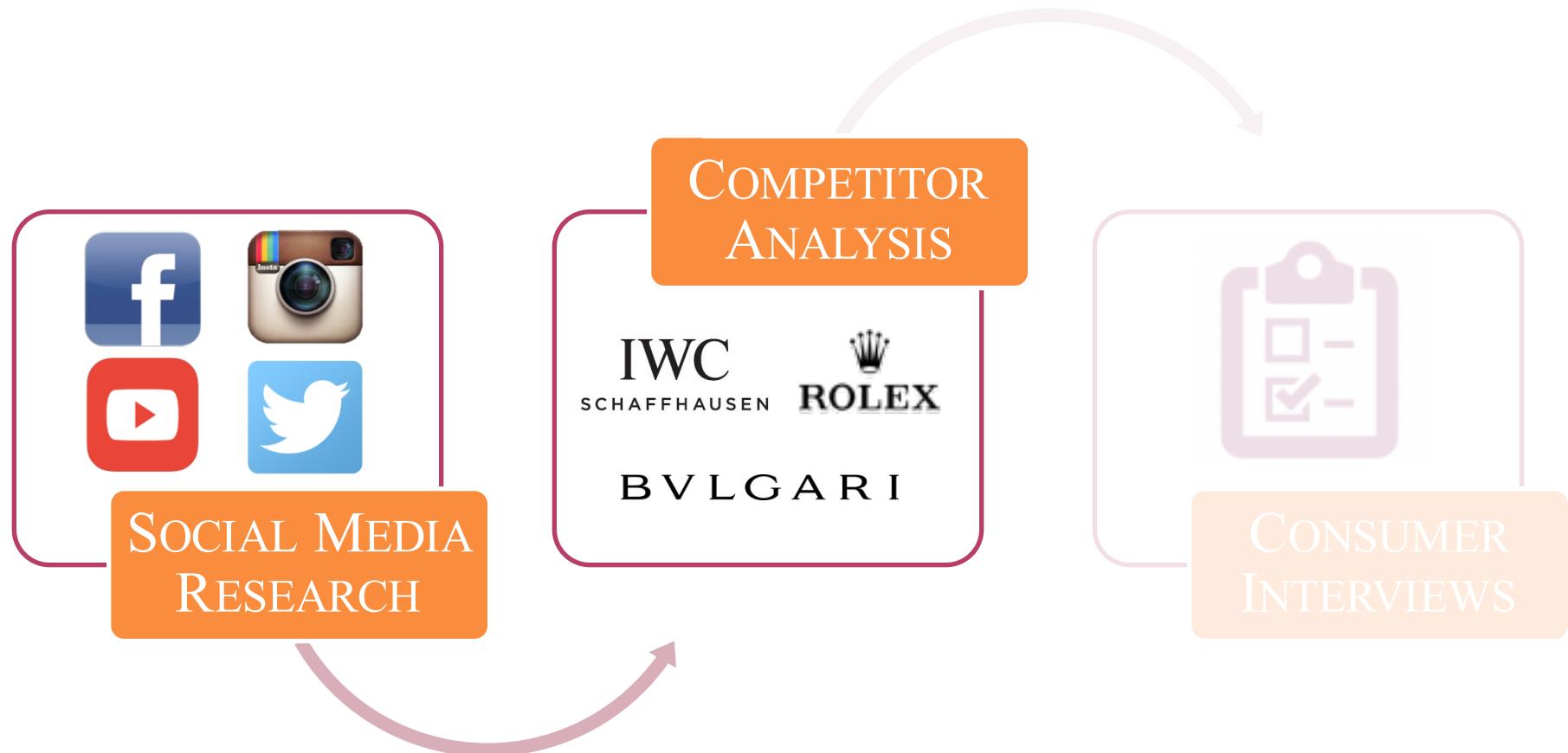
social media

data analysis

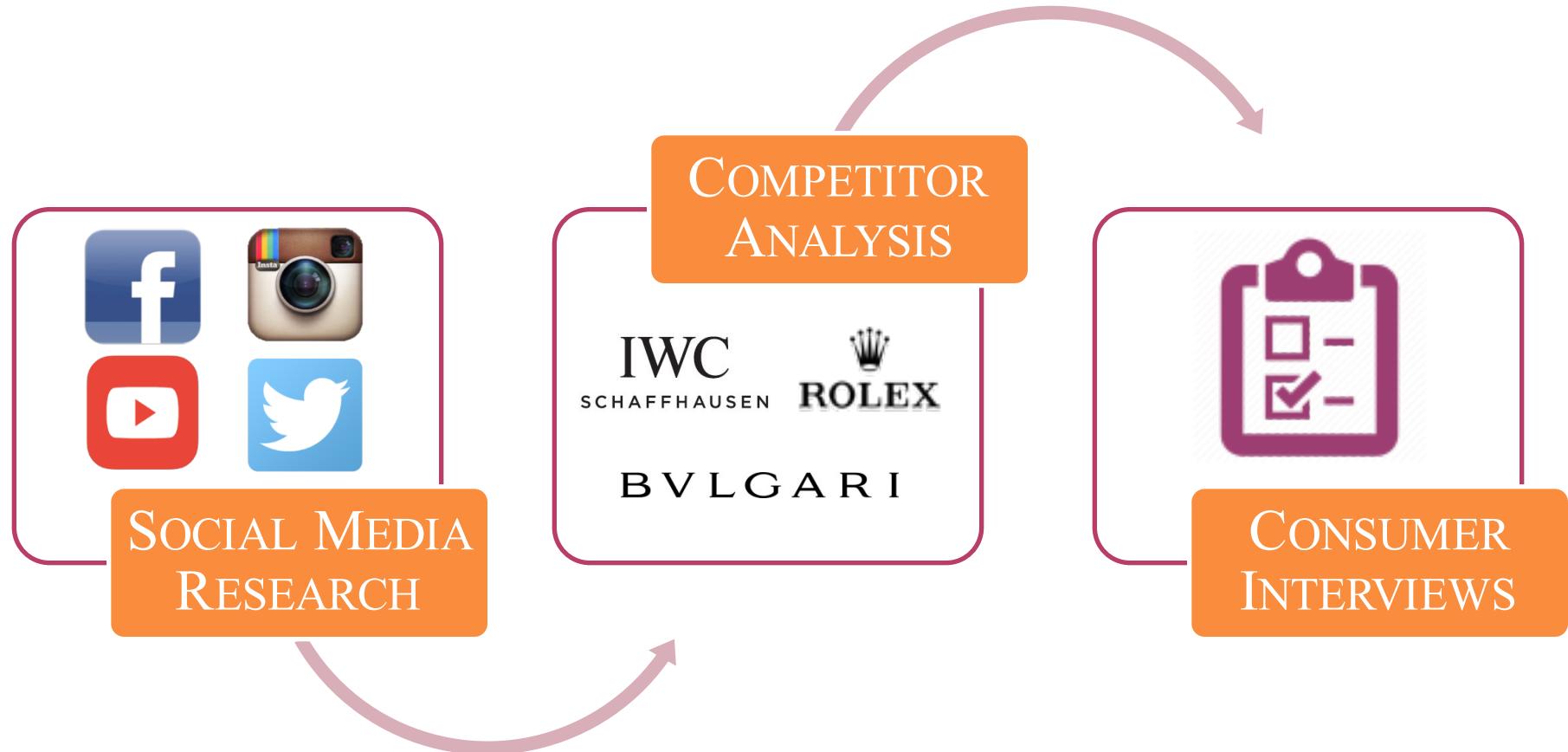
case studies

conclusion

Social Media Project



Social Media Project



Marketing Tool Mix



introduction

social media

data analysis

case studies

conclusion

Marketing Tool Mix



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social media

data analysis

case studies

conclusion

Marketing Tool Mix



introduction

social media

data analysis

case studies

conclusion

Marketing Tool Mix



introduction

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data analysis

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conclusion

Marketing Tool Mix



introduction

social media

data analysis

case studies

conclusion

Marketing Tool Mix



introduction

social media

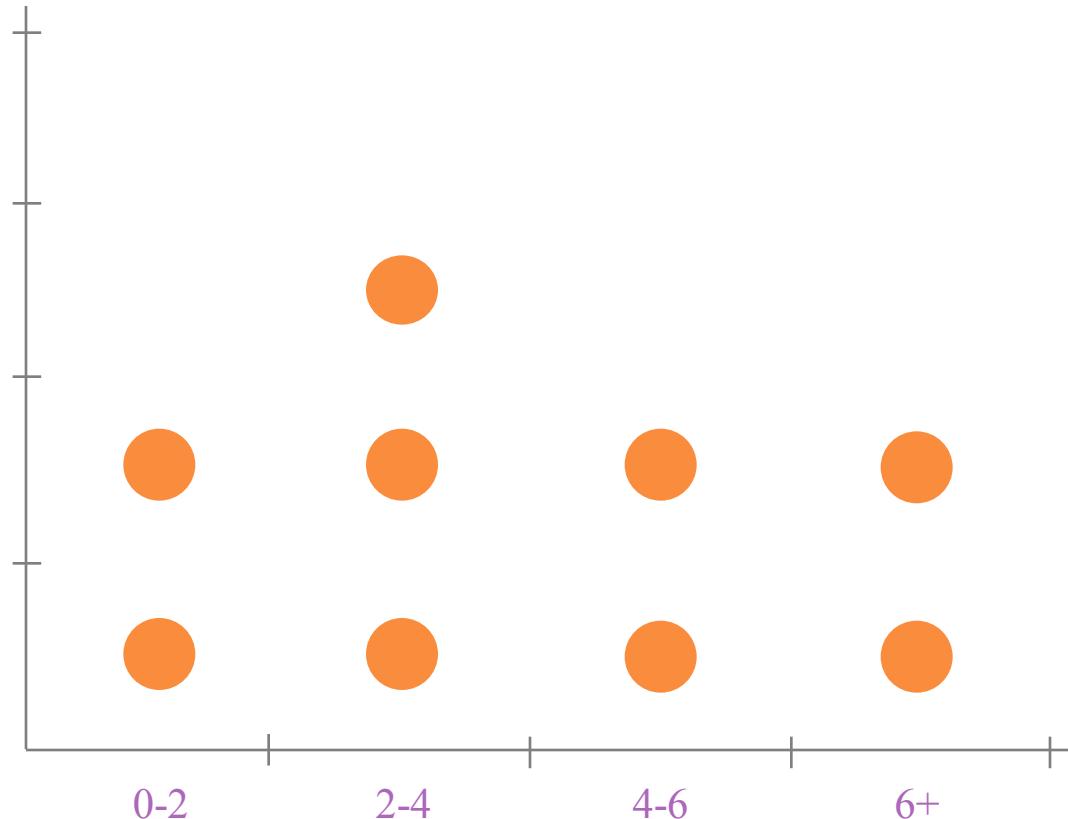
data analysis

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Social Media Usage

ON AVERAGE, HOW MANY HOURS DO YOU SPEND PER DAY ON SOCIAL MEDIA?



Social Media Usage

ON AVERAGE, HOW MANY HOURS DO YOU SPEND PER DAY ON SOCIAL MEDIA?

In 2014, Taiwanese social media users reported spending 2.4 hours per day on all platforms combined**

*source: We Are Social report, with data from U.S. Census, CNNIC, TenCent, Facebook

0-2

2-4

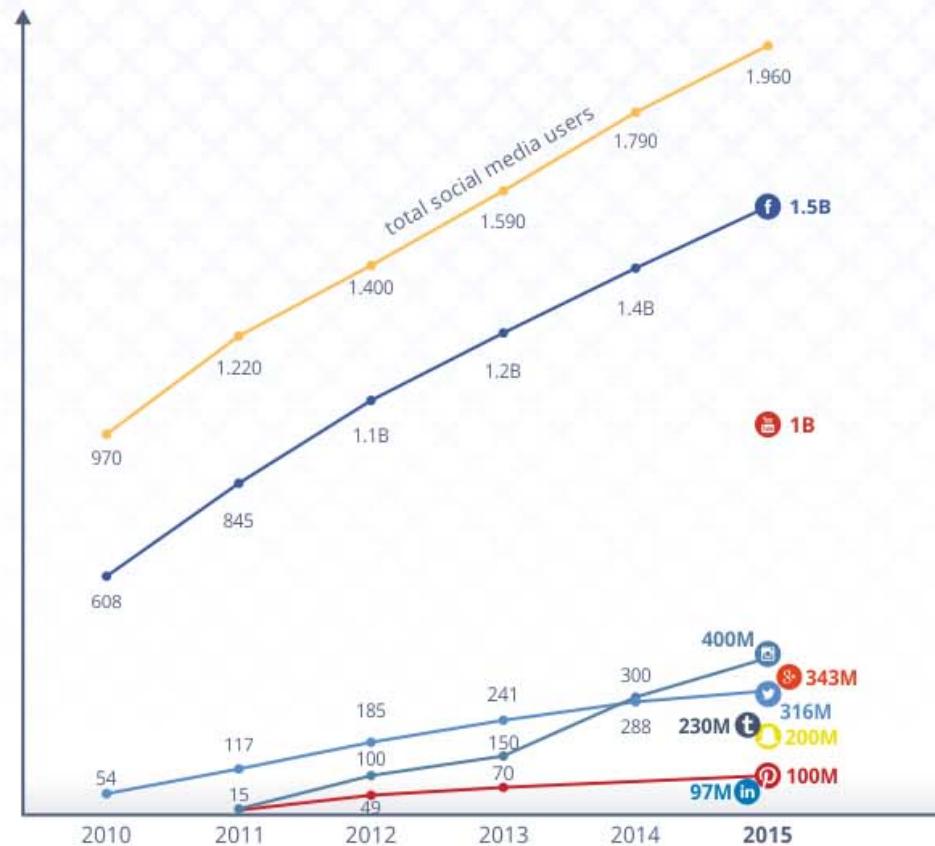
4-6

6+

Global Growth

Active Users

Worldwide (2010 - 2015)



Growth in Asia-Pacific



Growth in Asia-Pacific

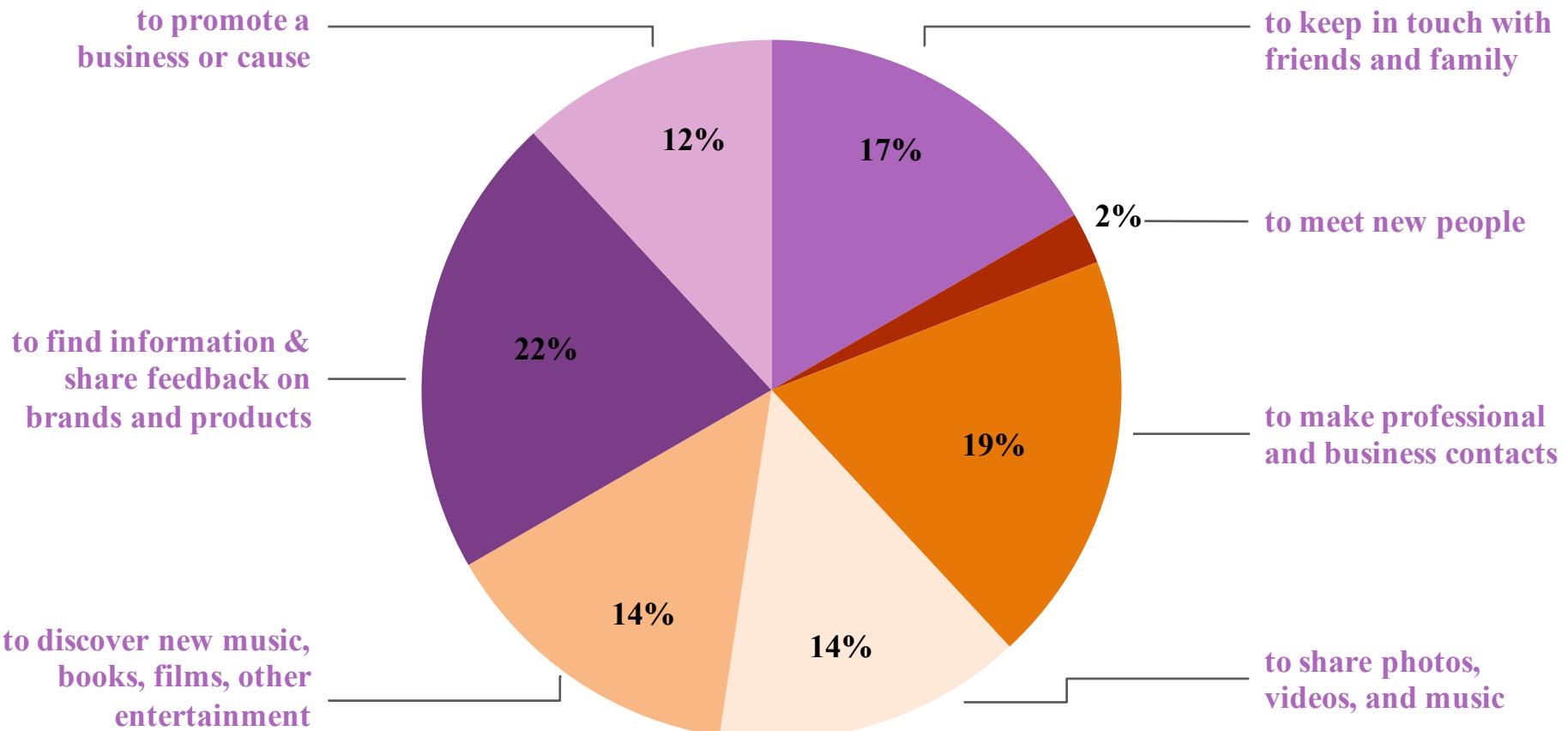
While active social media users increased by 10% worldwide, Asia Pacific surpassed global rates at a 14% increase since last year.



*source: www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research

Social Media Usage

WHY DO YOU USE SOCIAL MEDIA?

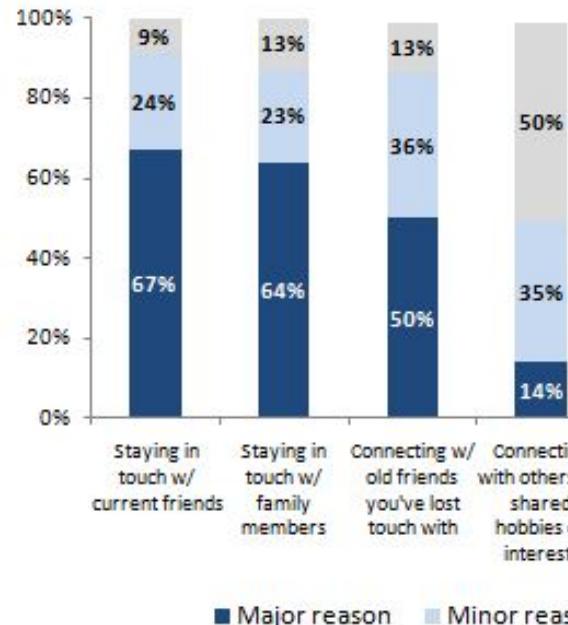


Social Media Usage

REASON

Motivations for using social networking sites

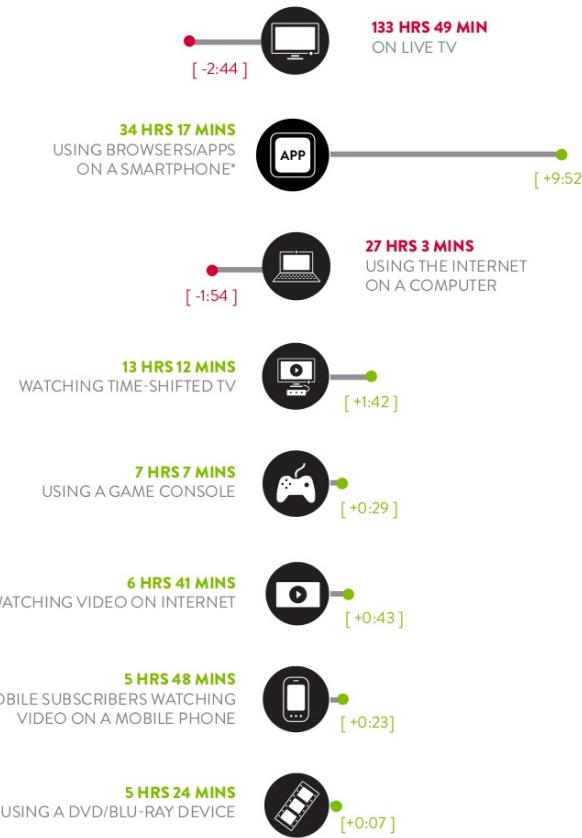
Based on adults who use social networking sites such as Facebook, LinkedIn, and Twitter.



Source: The Pew Research Center's Internet & American Life Tracking Survey; n=2,277 adults ages 18 and older, including conducted in English and Spanish. Margin of error is +/-3 percent.

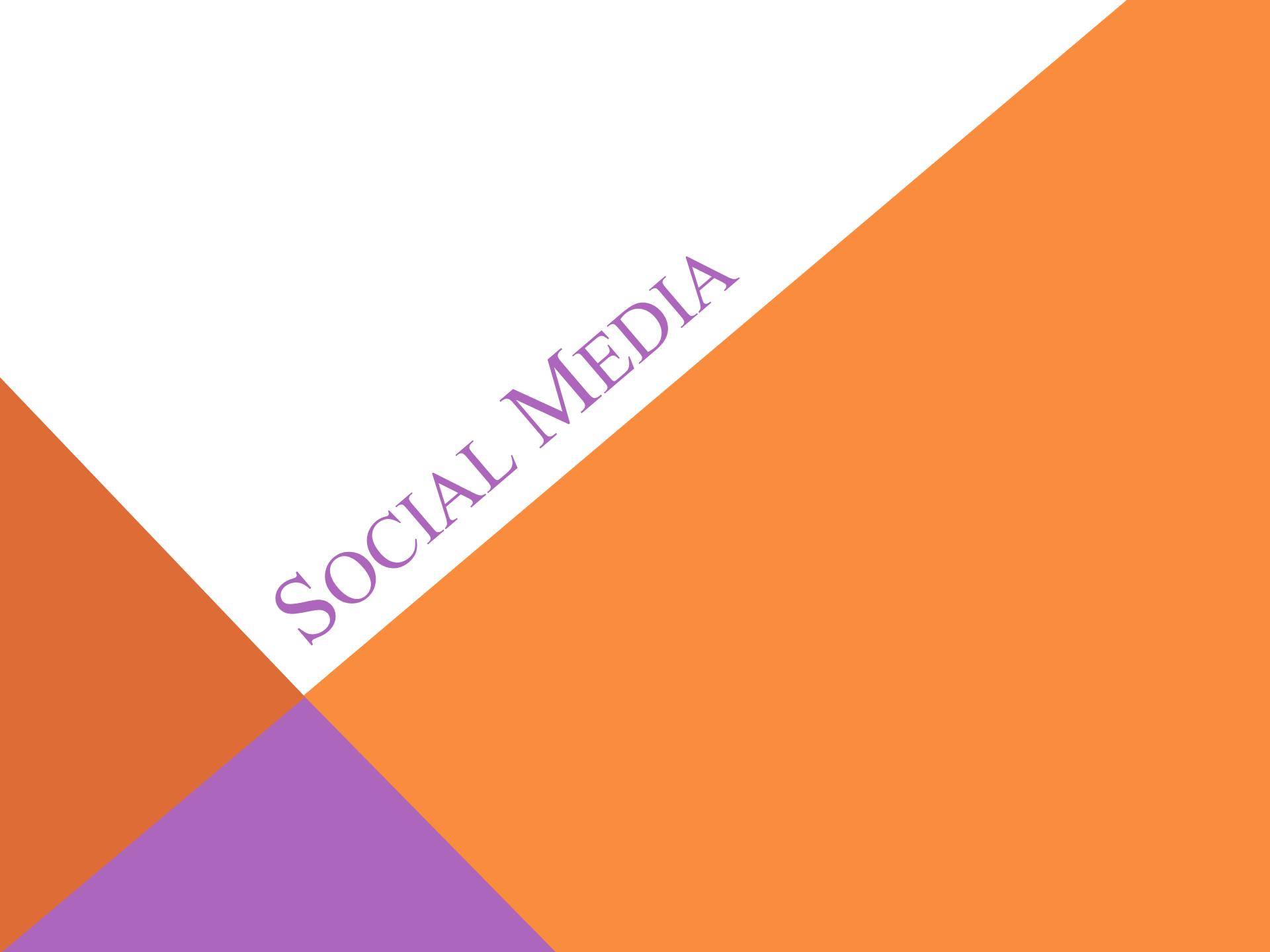
HOW CONSUMERS SPEND MEDIA TIME (HH:MM) EACH MONTH

— + CHANGE SINCE 2012 — - CHANGE SINCE 2012



Sources: Nielsen Cross Platform Report, Table 3 - Monthly Time Spent by Medium, Q3 2013.

*Nielsen, Mobile NetView 3.0, Q3 2013. Average of total minutes per person each month using apps and mobile web on smartphones.



SOCIAL MEDIA

Social Media

	content	region	size	demographic
			1.65 billion	35 – 54
			400 million	16 – 24
			310 million	18 – 29
			1 billion	18 – 29

Main Platforms



- ✓ 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

Main Platforms



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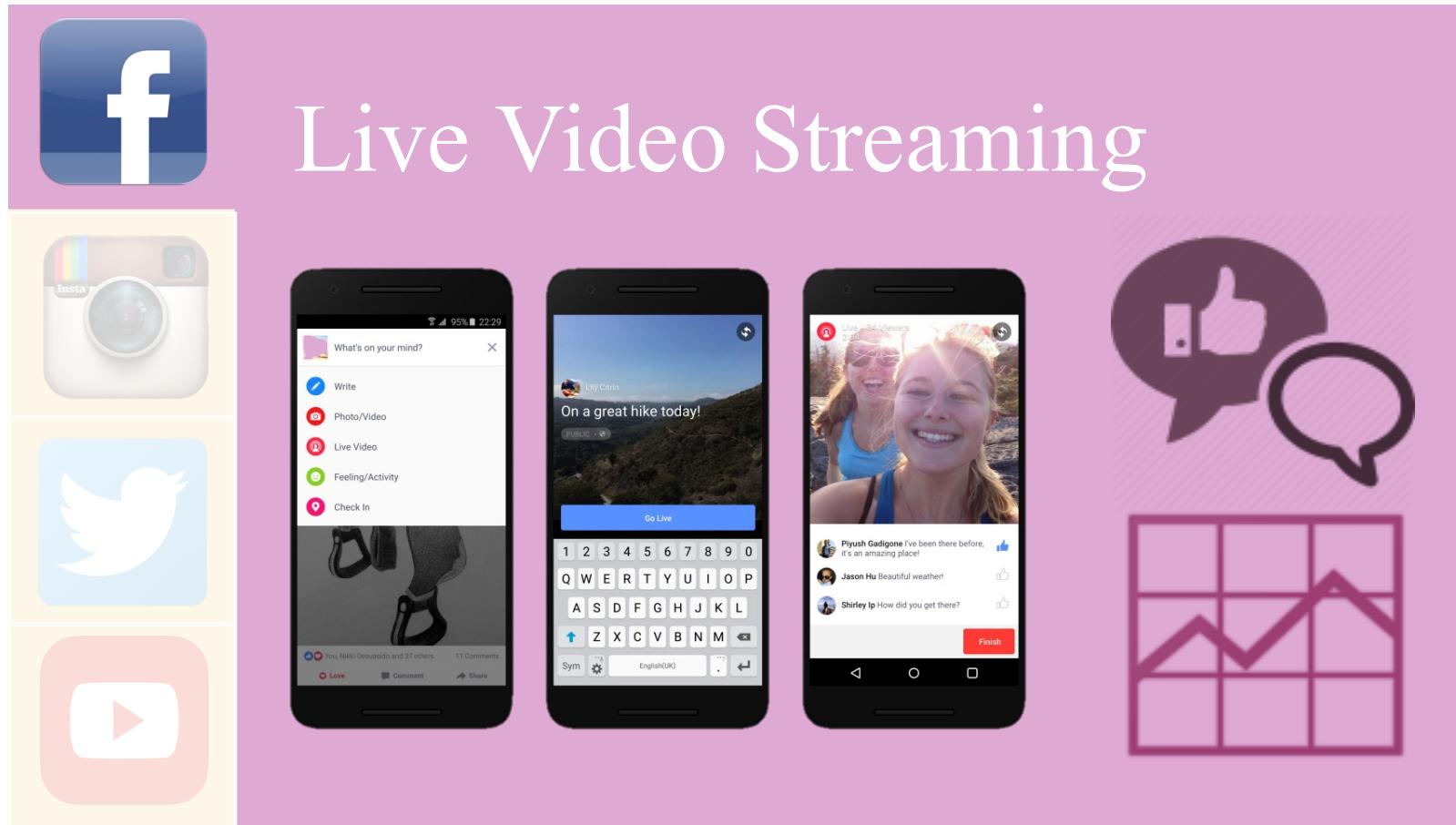
Main Platforms



360 Photos



Main Platforms



Main Platforms



Marianna Today I went for a walk at the lake

4 hours ago • [Comment](#) • [Like](#)

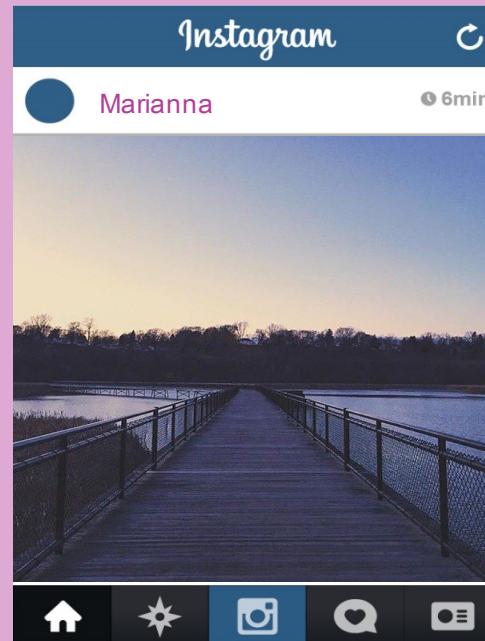


Main Platforms



Marianna Today I went for a walk at the lake

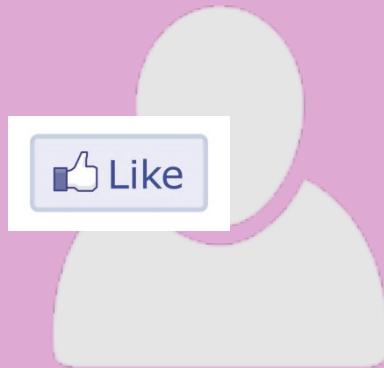
4 hours ago • Comment • Like



Main Platforms



Facebook



Instagram

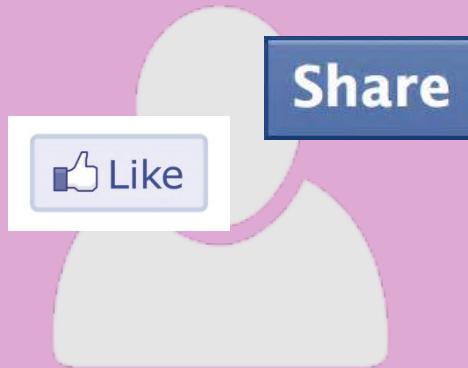


193

Main Platforms



Facebook



Instagram

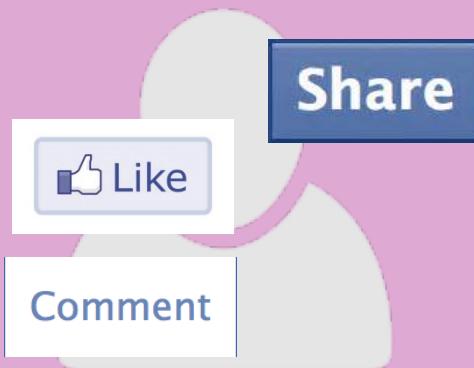


3,745

Main Platforms



Facebook



Instagram



8,367

Main Platforms



Facebook

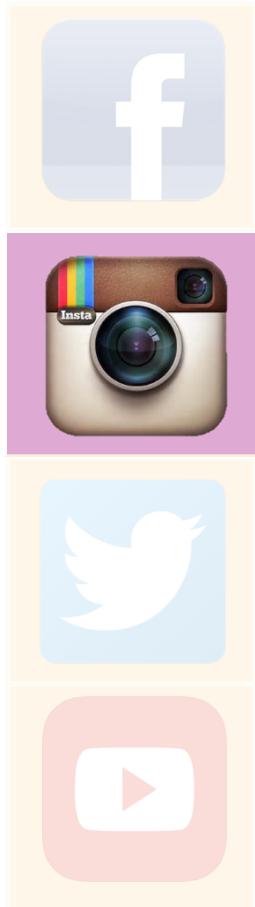


Instagram

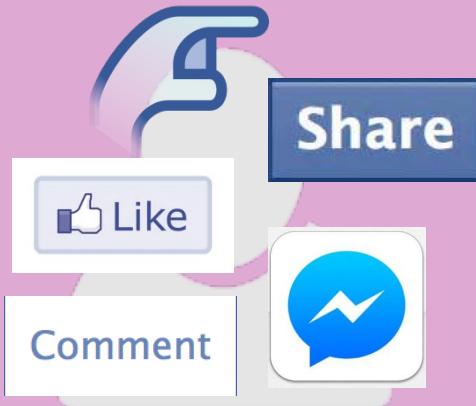


11,245

Main Platforms



Facebook

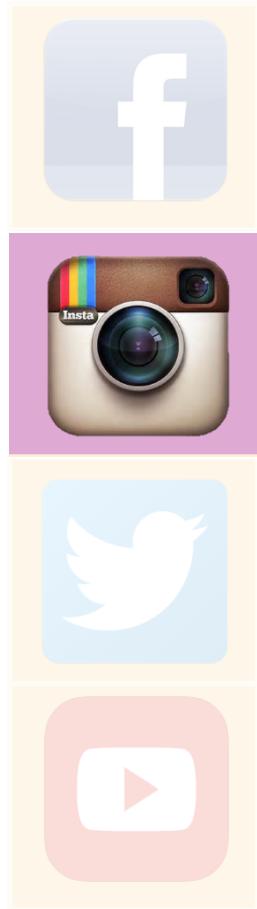


Instagram

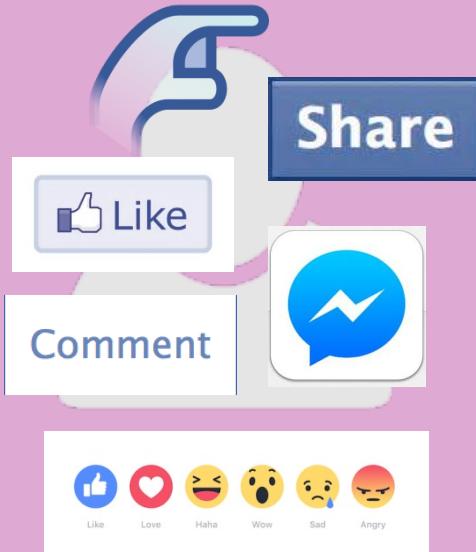


50,392

Main Platforms



Facebook



Instagram

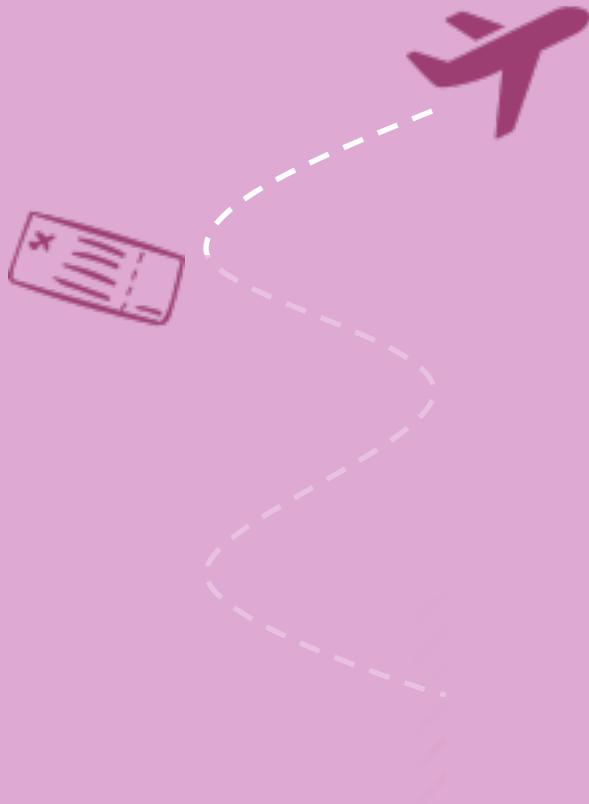


89,384

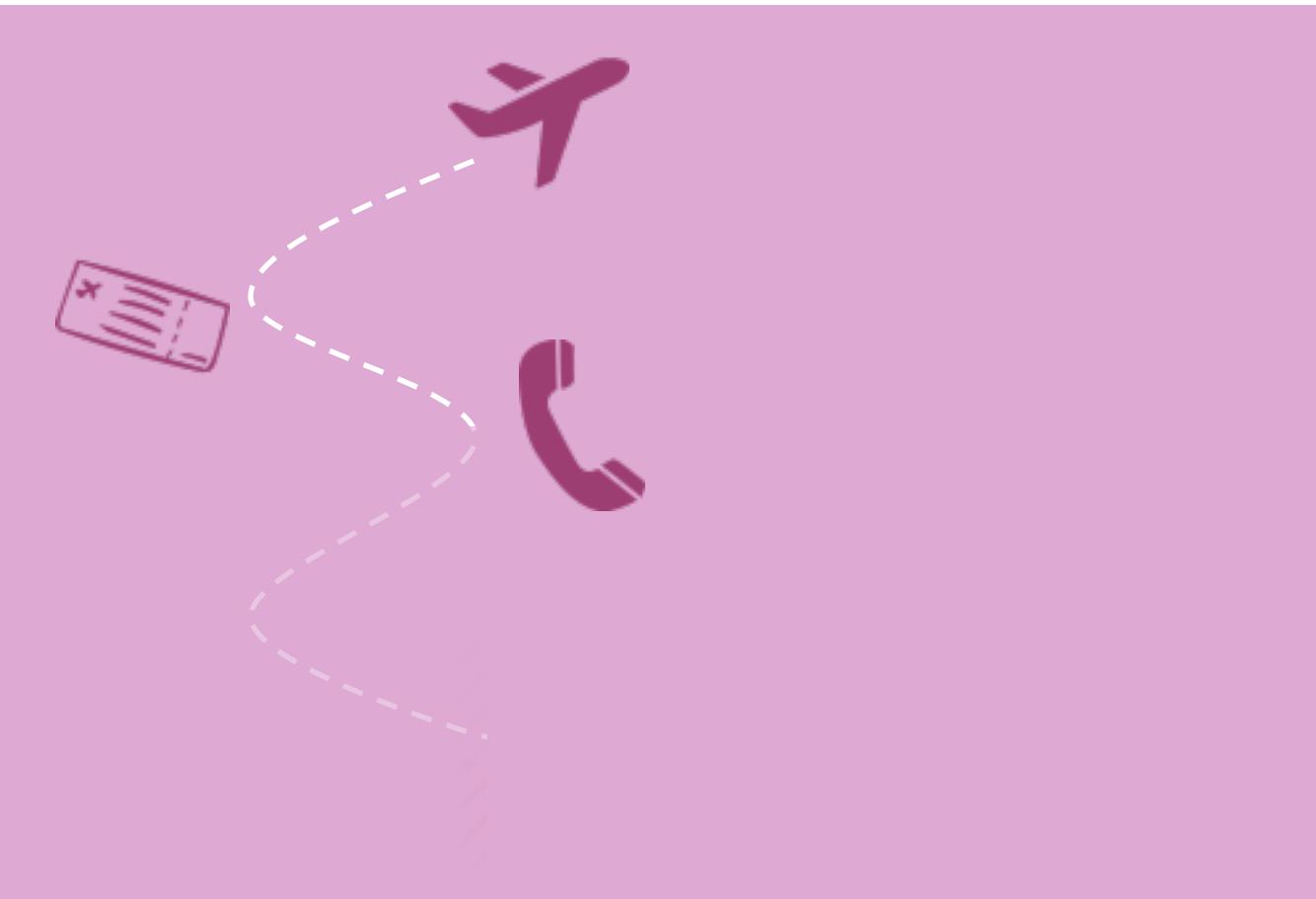
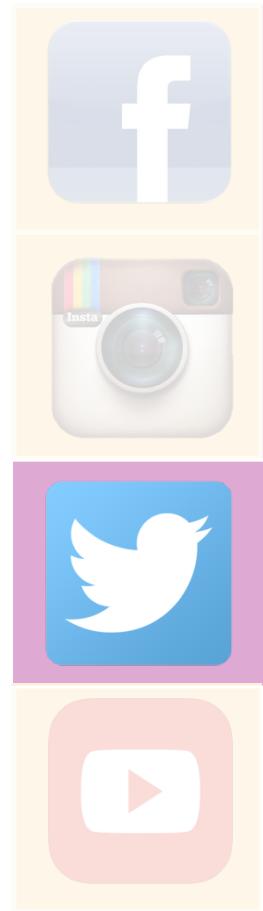
Main Platforms



Main Platforms



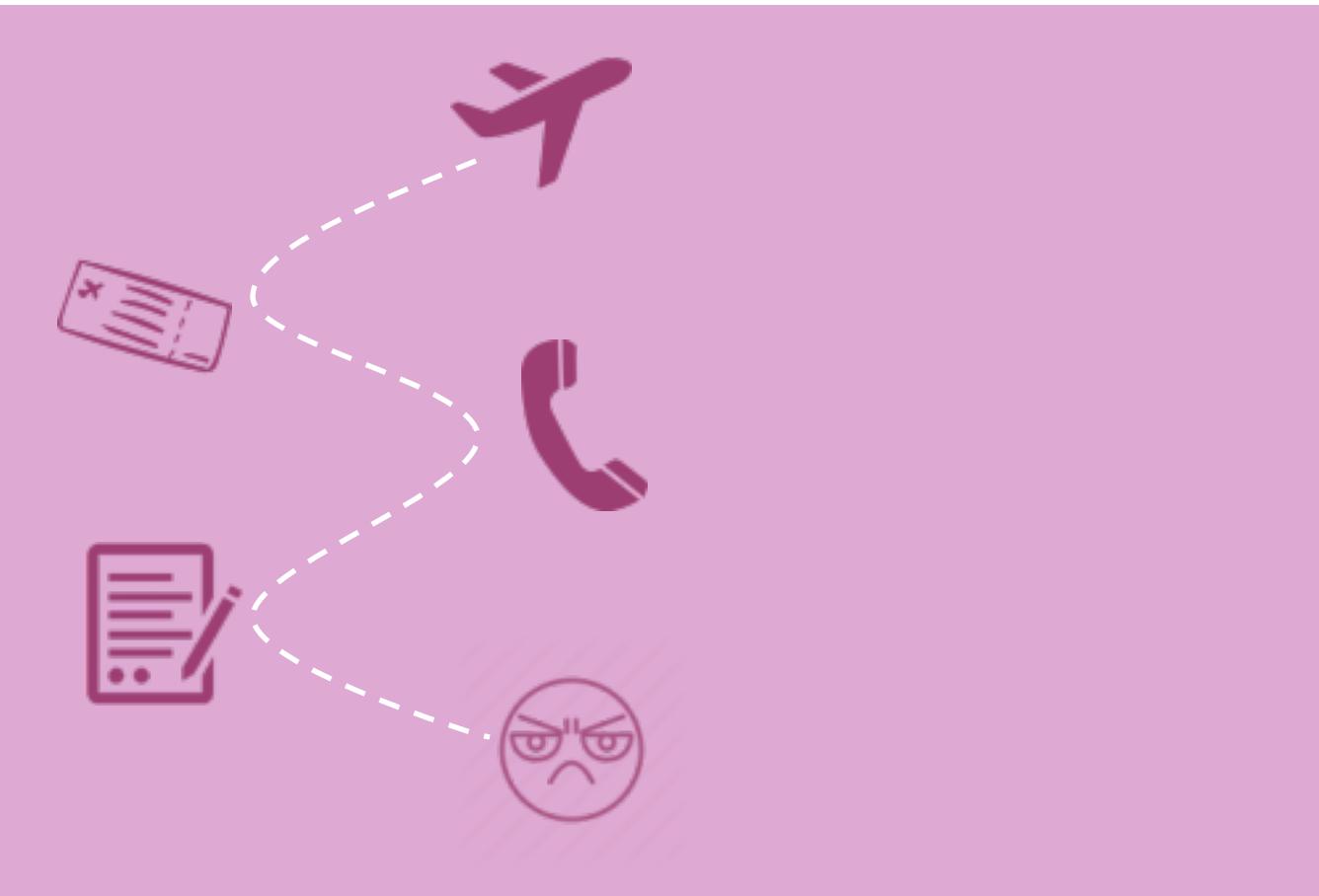
Main Platforms



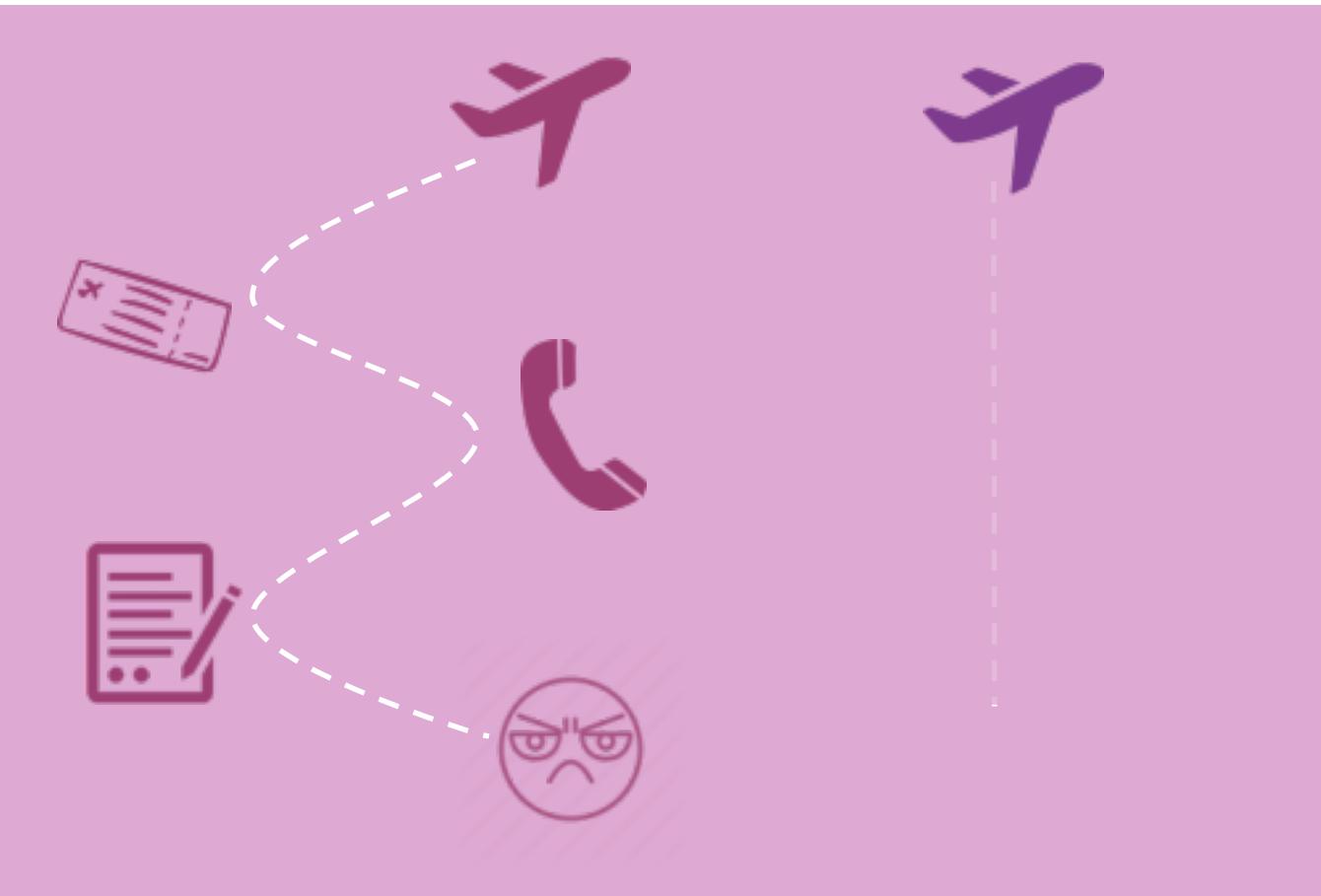
Main Platforms



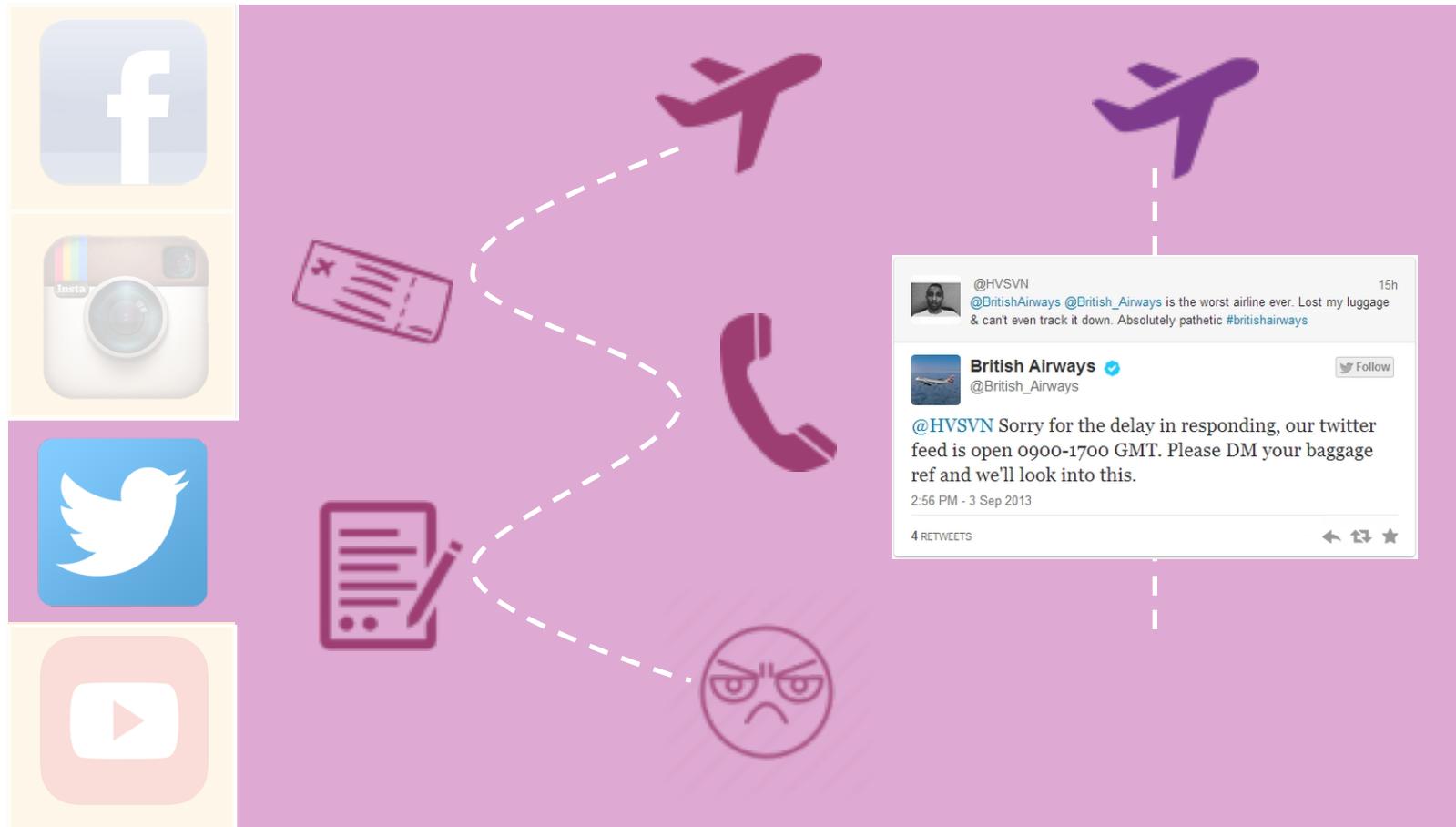
Main Platforms



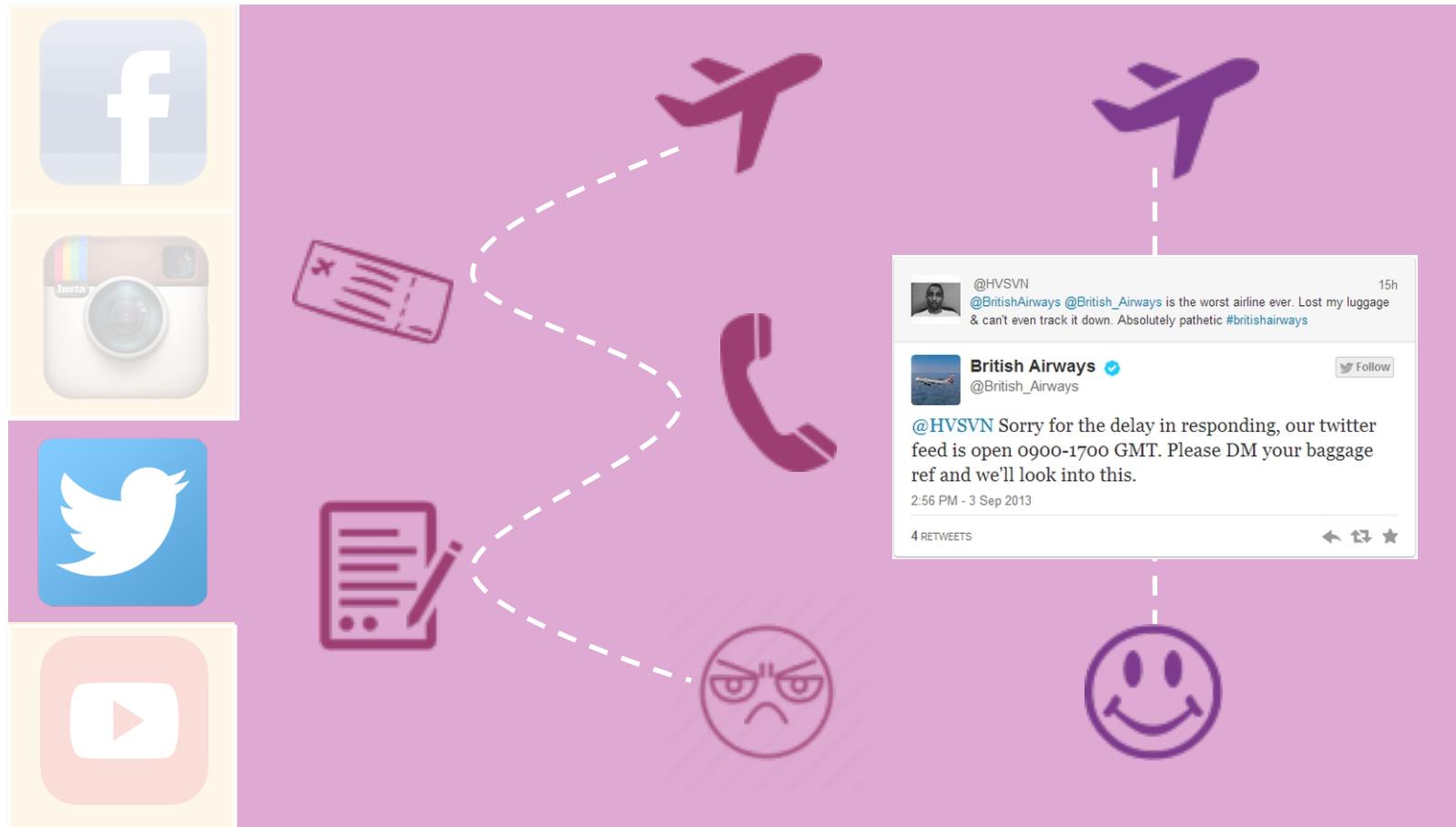
Main Platforms



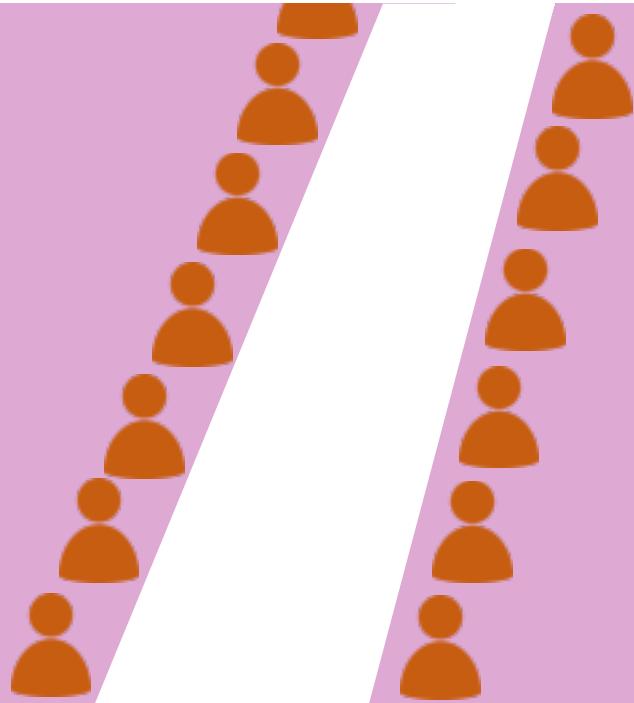
Main Platforms



Main Platforms



Main Platforms



introduction

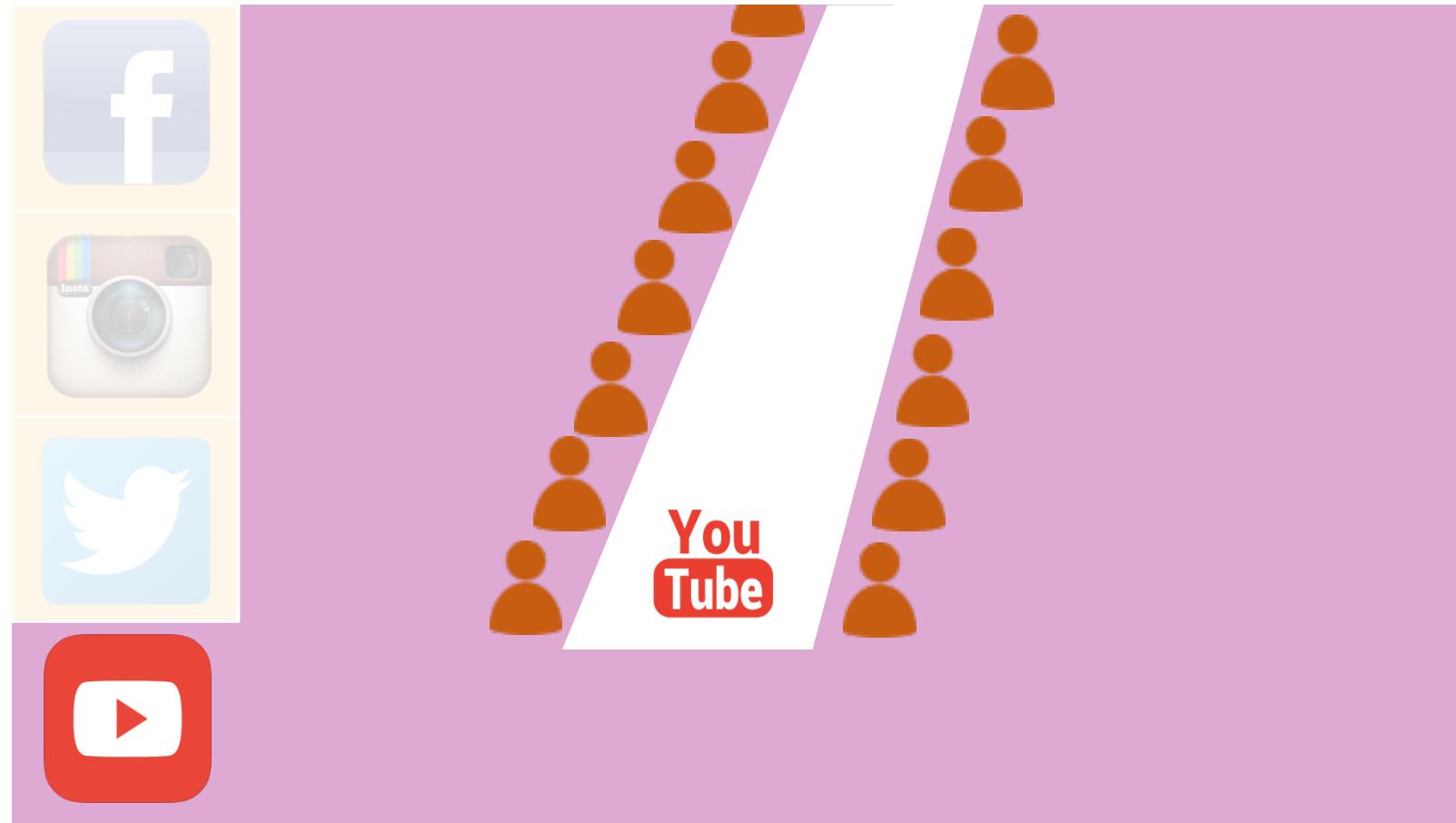
social media

data analysis

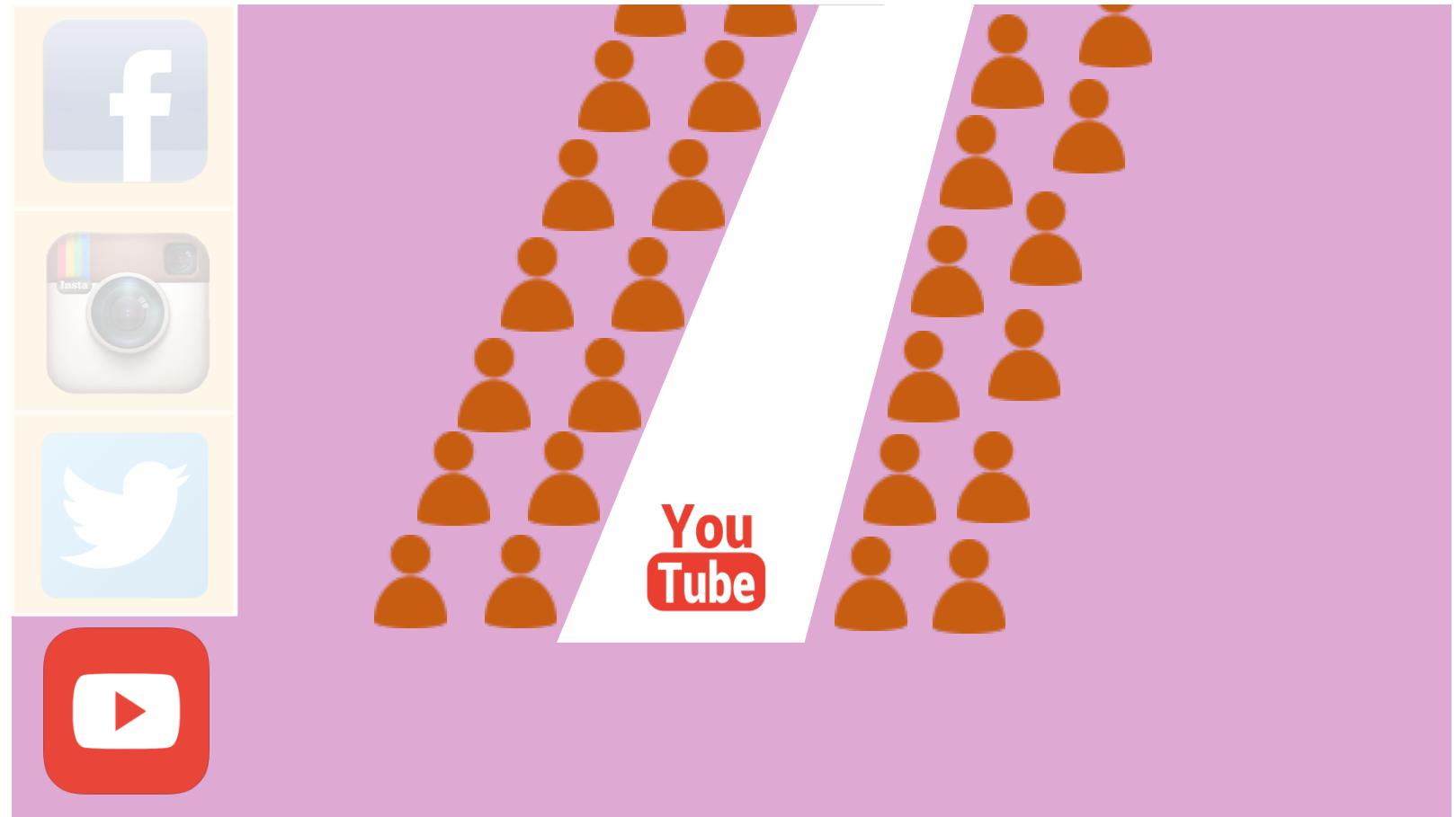
case studies

conclusion

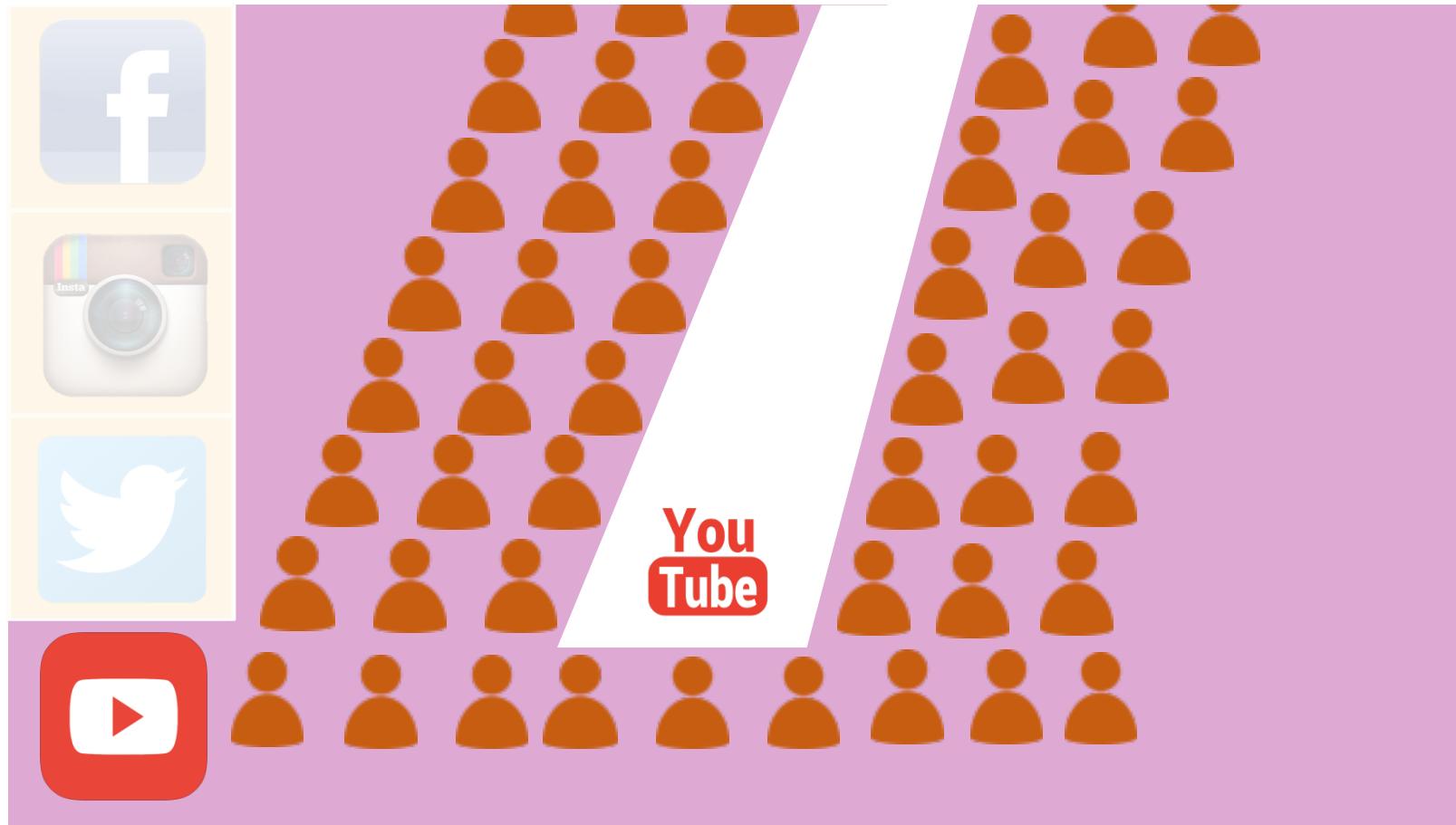
Main Platforms



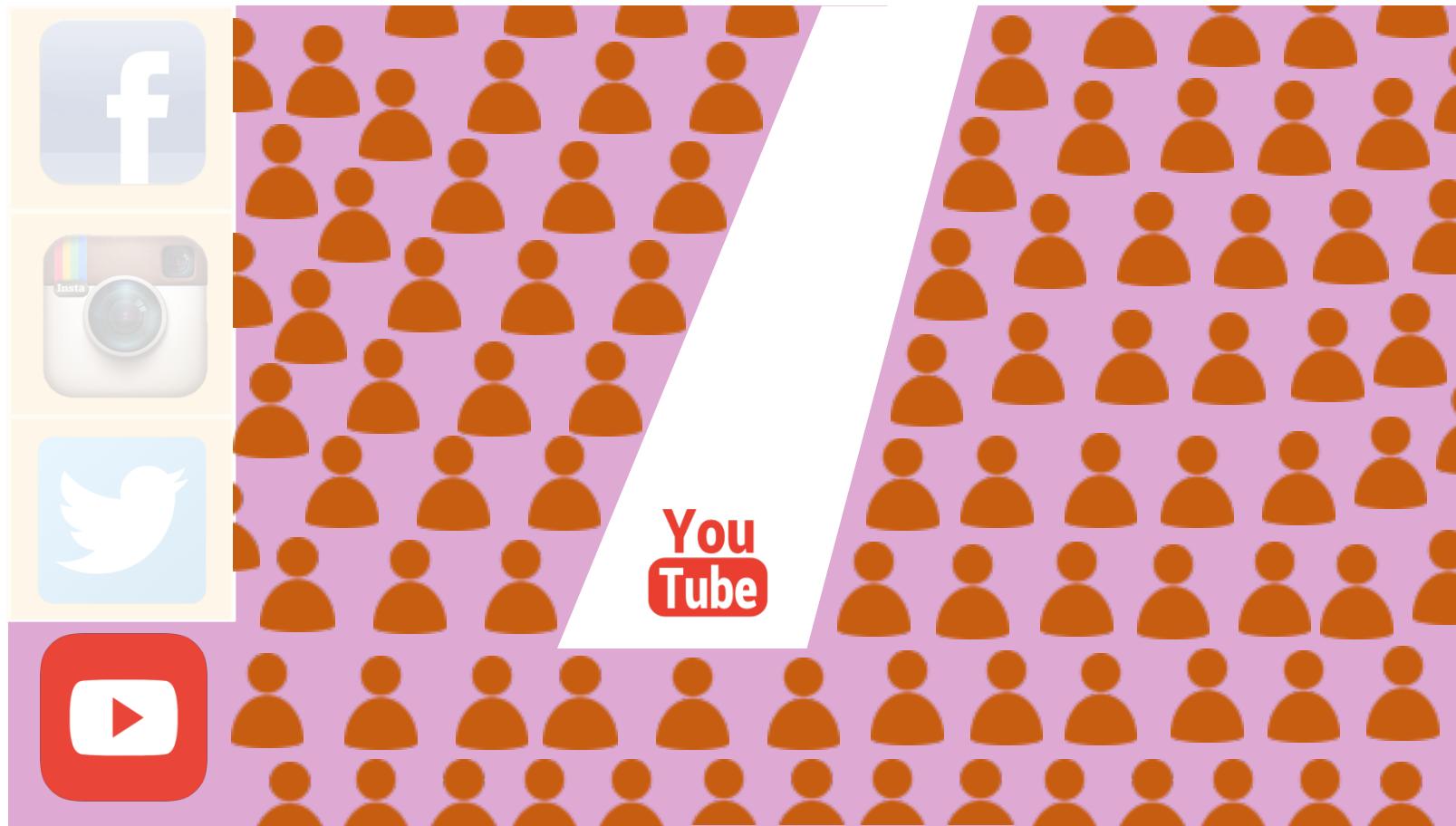
Main Platforms



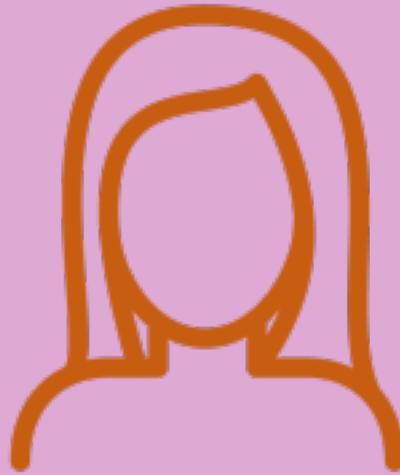
Main Platforms



Main Platforms



Main Platforms

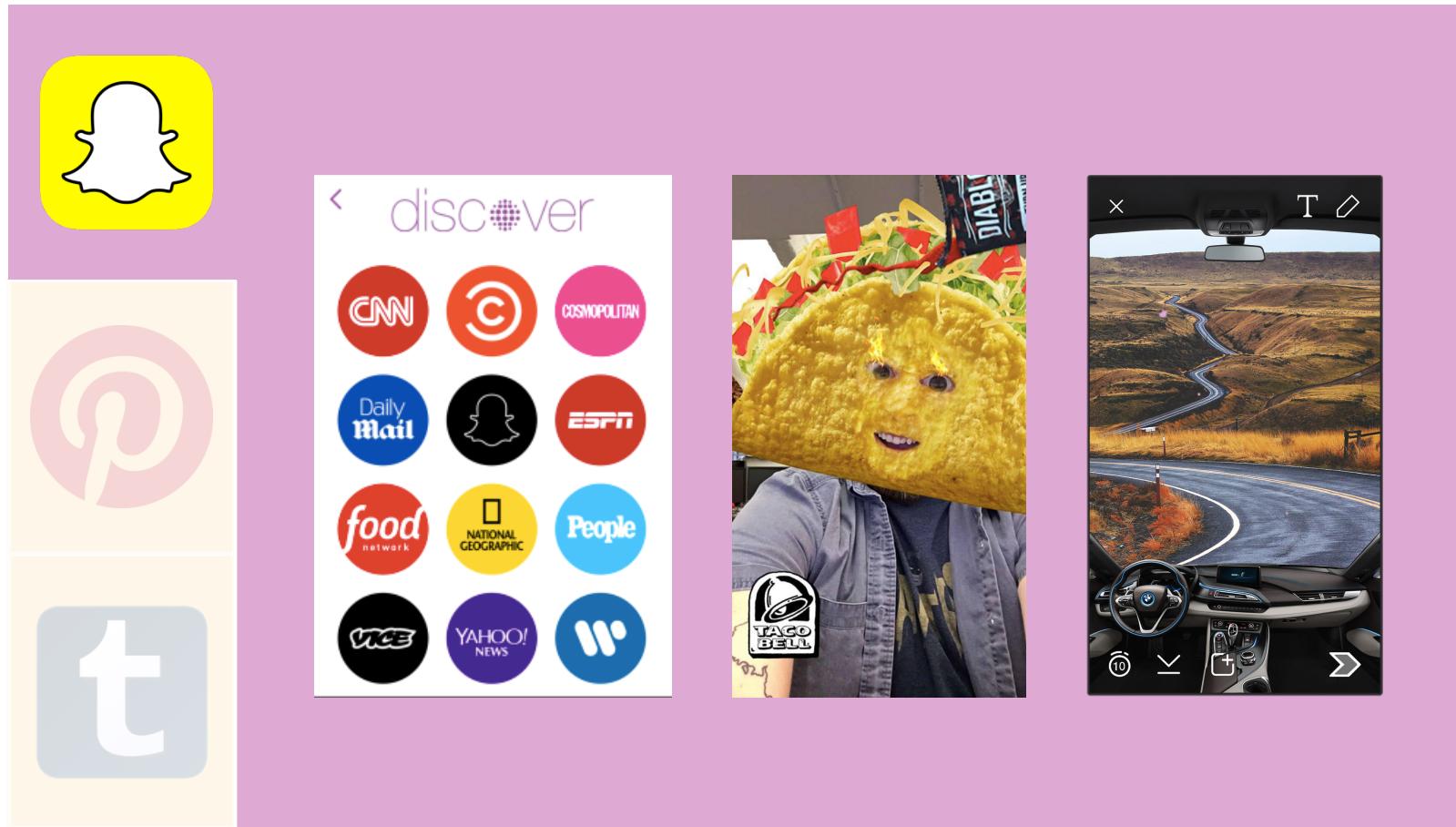


- YouTube stars as brand ambassadors
- Ability to see the products in use
- Promotions and giveaways

Newer Platforms



Newer Platforms



Newer Platforms



Seven Seas

Follow board

Saved from vancleefarpels.com

Setting work, prong setting of the Van Cleef & Arpels Lagune Précieuse necklace, "Seven Seas" High Jewelry collection.

Saved from vancleefarpels.com

Jewelry work, work on the gold structure of the Van Cleef & Arpels Lagune Précieuse necklace, "Seven Seas" High Jewelry collection.

Saved from vancleefarpels.com

Van Cleef & Arpels Lagune Précieuse necklace and earrings, "Seven Seas" High Jewelry collection by Van Cleef & Arpels. The Adriatic Sea reveals its clear water lagoons and verdant coastline in the calm of a summer's day.

Saved from vancleefarpels.com

Gouaché design of Van Cleef & Arpels the Lagune Précieuse necklace, "Seven Seas" High Jewelry collection by Van Cleef & Arpels.

Saved from vancleefarpels.com

Van Cleef & Arpels Vagues Mystérieuses clip, "Seven Seas" High Jewelry collection. White gold, diamonds, Paraiba-like tourmalines, sapphires, Mystery Set sapphires.

Saved from vancleefarpels.com

watchful gaze of its protective guardians, pink flamingos and sea fairies.

Van Cleef & Arpels Lagune Précieuse necklace, "Seven Seas" High Jewelry collection. White gold, round, baguette-cut and pear-shaped diamonds, sapphires, round, octagonal, square-cut, oval-cut and pear-shaped aquamarines.

"Seven Seas" High Jewelry

A screenshot of a Pinterest board titled "Seven Seas" featuring nine pins from Van Cleef & Arpels. The pins show various pieces from the "Seven Seas" collection, including necklaces, earrings, and a bracelet, along with behind-the-scenes shots of the jewelry being crafted. The board includes a "Follow board" button and a "Follow" button for individual pins.

Newer Platforms



BURBERRY

SHOP TRENCH COATS | BURBERRY.COM | ARCHIVE

ART OF THE TRENCH TUMBLR

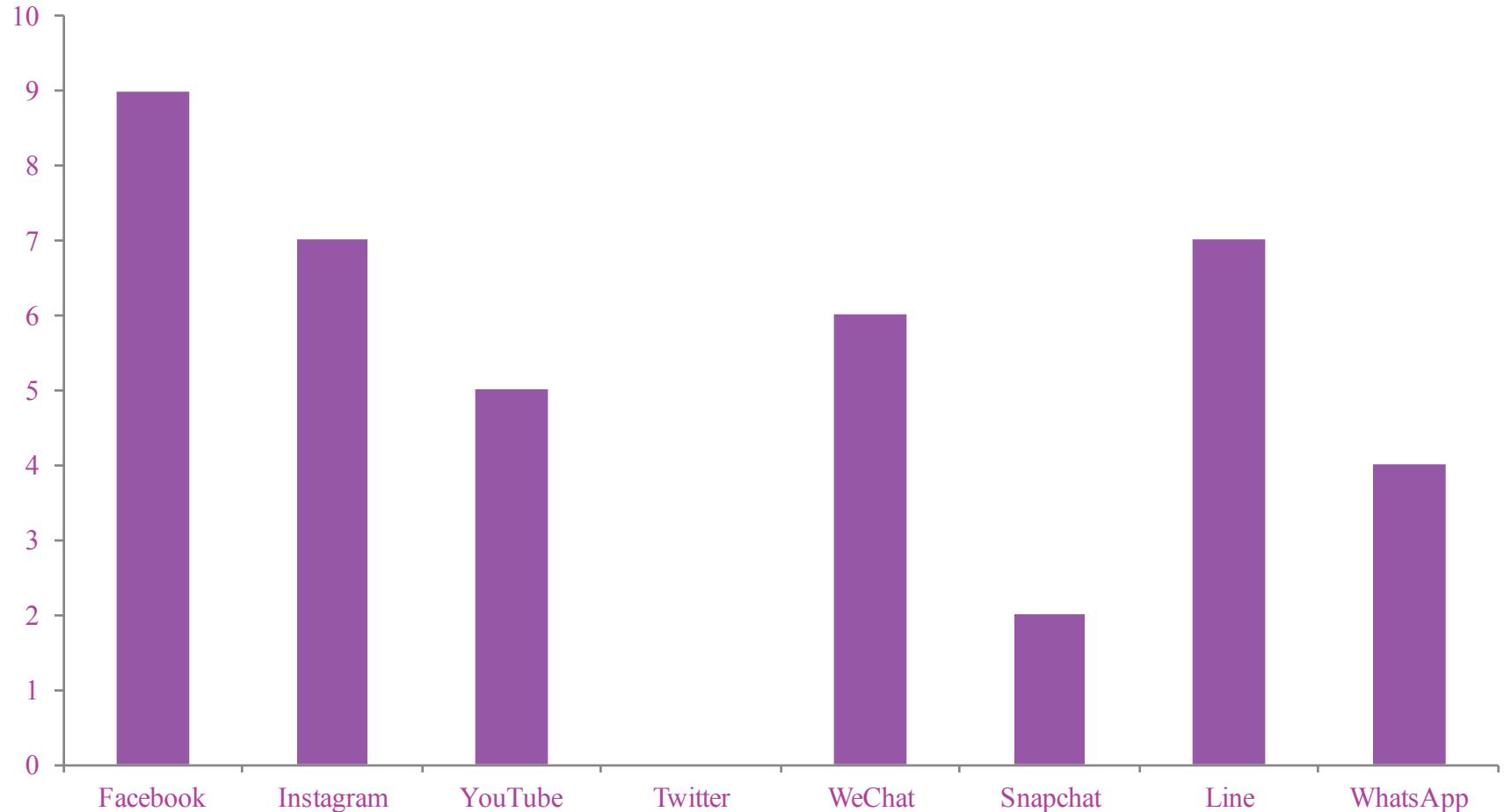
An of the Trench is a living document of the trench coat and the people who wear it.
The project is a collaboration between you, Burberry and some of the world's leading image makers.

UPLOAD YOUR TRENCH

DATA ANALYSIS

Social Media Platform Usage

WHICH SOCIAL MEDIA PLATFORMS DO YOU USE?



Social Media Platform Usage

WHAT SOCIAL MEDIA PLATFORM DO YOU USE THE MOST FREQUENTLY?



KEEPING UP WITH
FAMILY AND FRIENDS,
NEWS, INFORMATION,
FOR WORK

Social Media Platform Usage

WHAT SOCIAL MEDIA PLATFORM DO YOU USE THE MOST FREQUENTLY?



KEEPING UP WITH
FAMILY AND FRIENDS,
NEWS, INFORMATION,
FOR WORK



MESSAGING ONLY, VARIES FOR
GEOGRAPHIC LOCATION

Social Media Platform Usage

WHAT SOCIAL MEDIA PLATFORM DO YOU USE THE MOST FREQUENTLY?



KEEPING UP WITH
FAMILY AND FRIENDS,
NEWS, INFORMATION,
FOR WORK



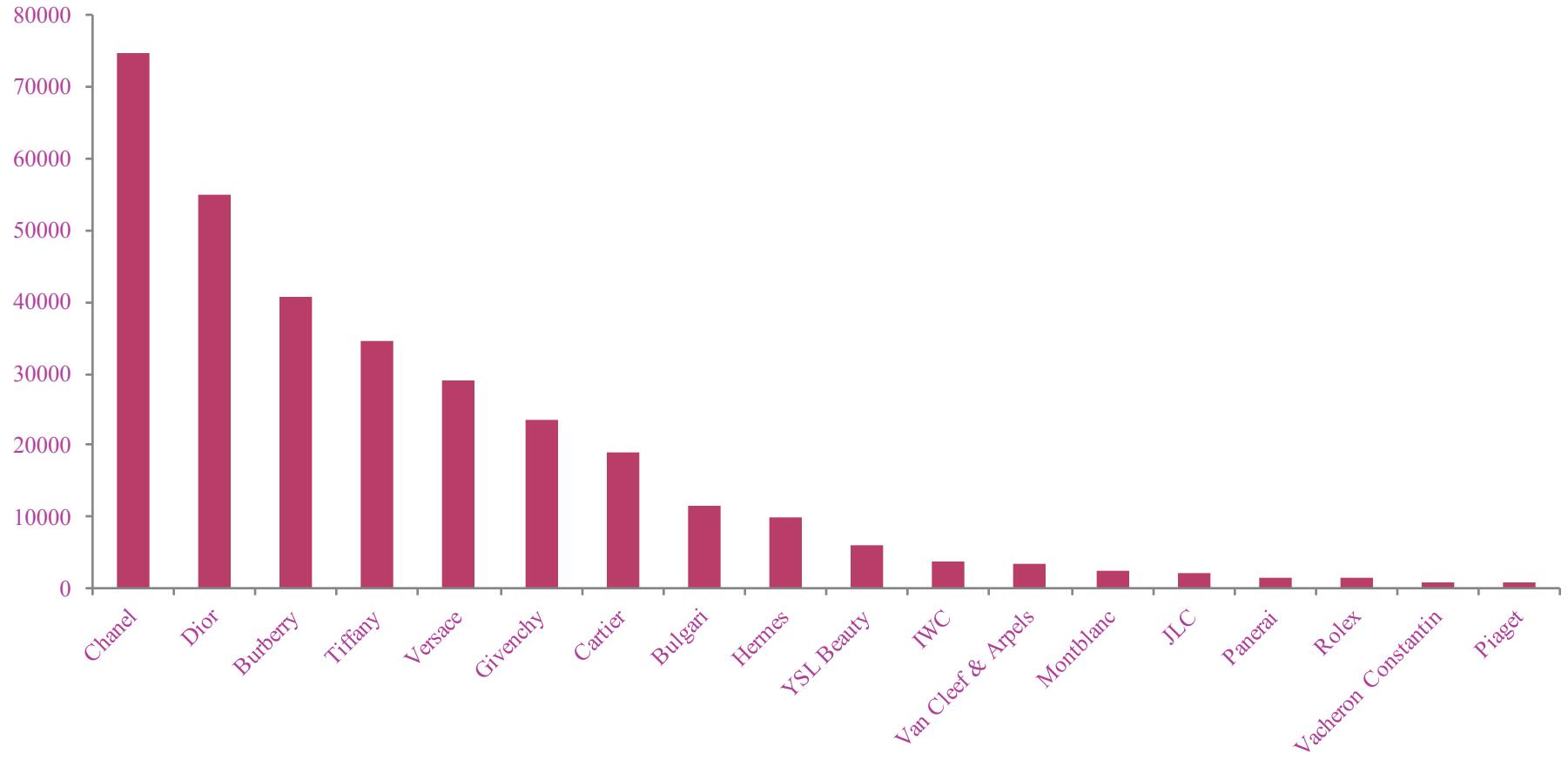
MESSAGING ONLY, VARIES FOR
GEOGRAPHIC LOCATION



POSTING AND VIEWING CONTENT,
PREFERRED BECAUSE OF PHOTOS

Instagram

AVERAGE LIKES PER POST



introduction

social media

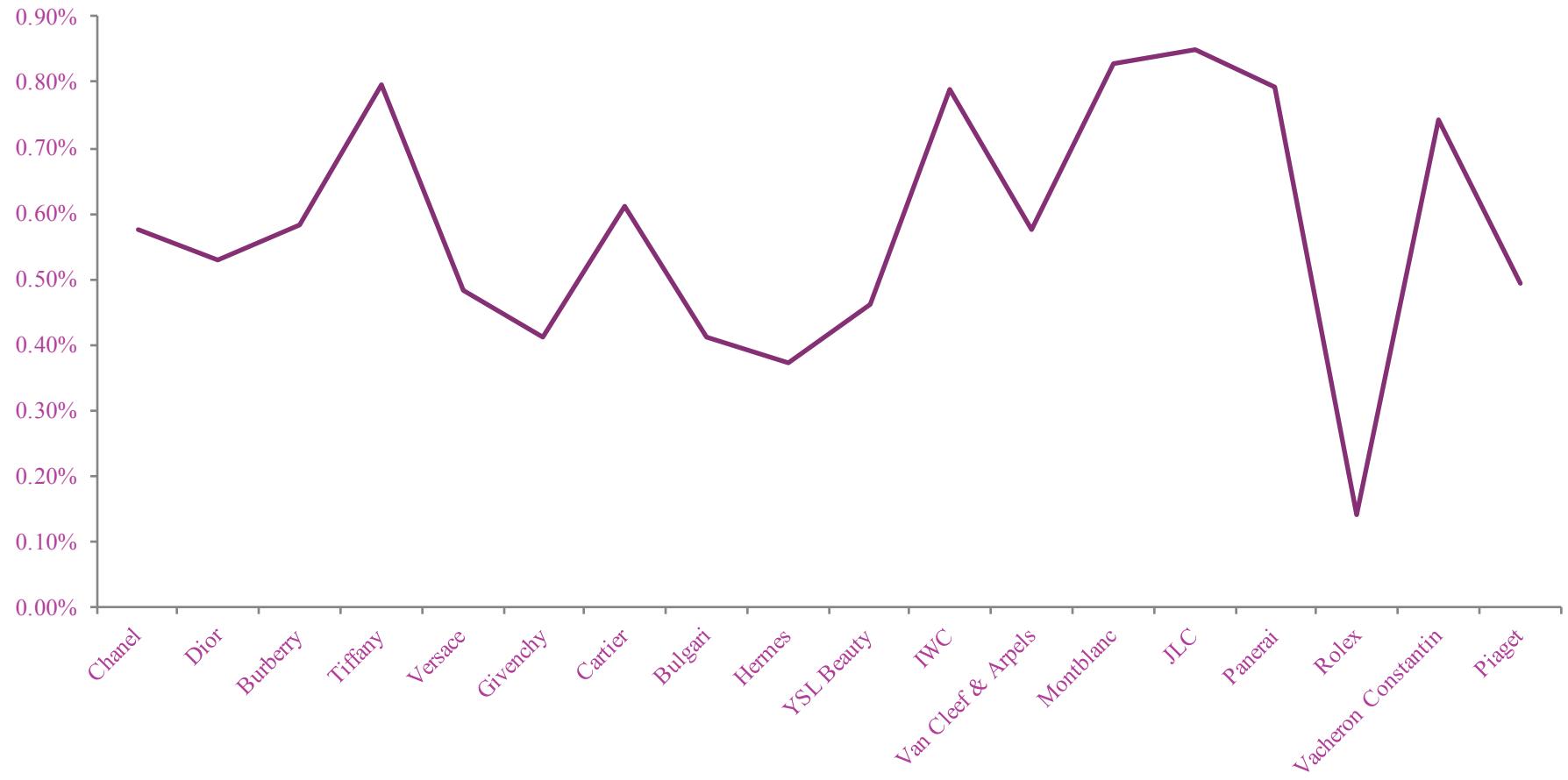
data analysis

case studies

conclusion

Instagram

AVERAGE LIKES PER POST PER FOLLOWER



introduction

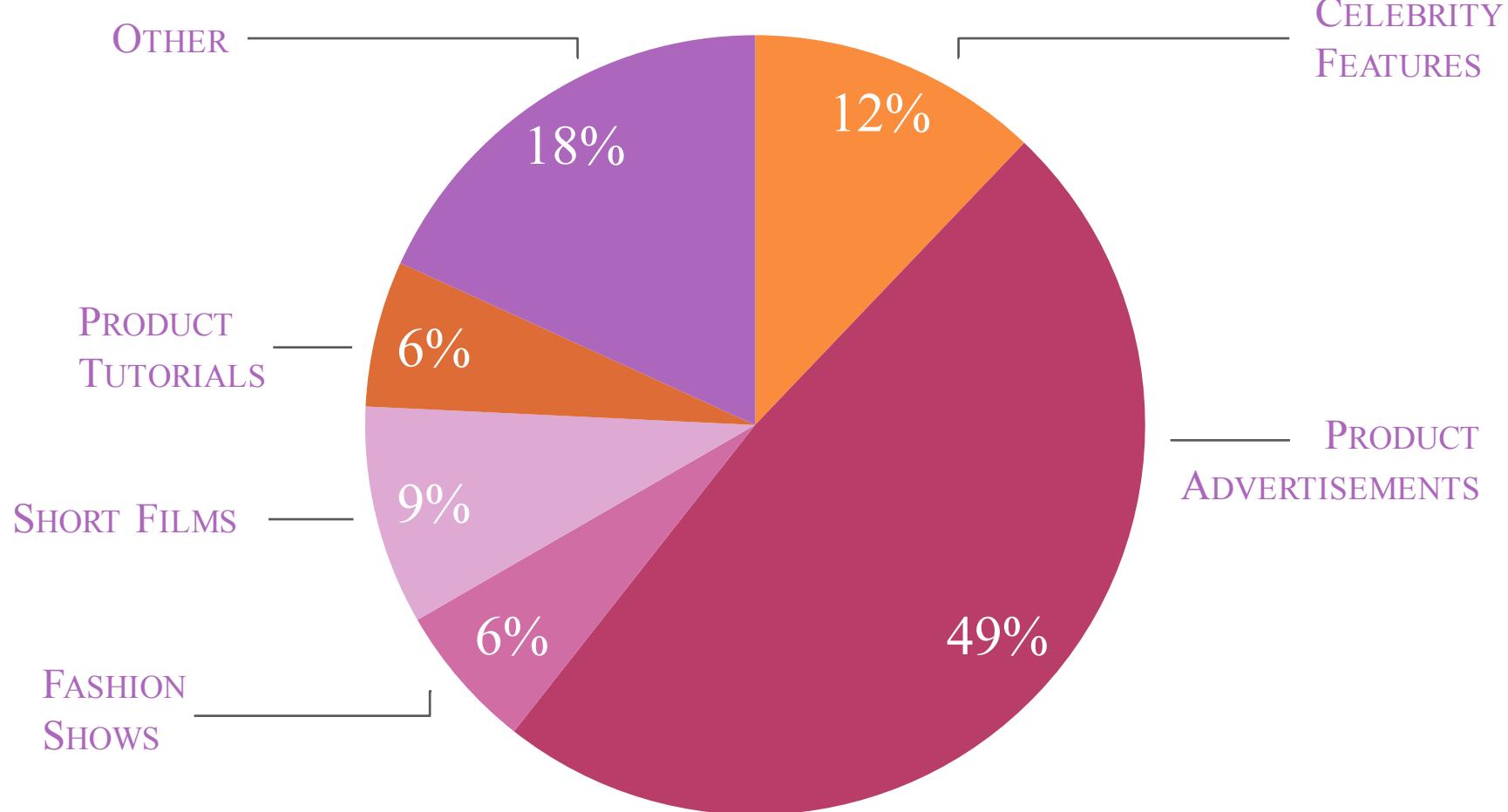
social media

data analysis

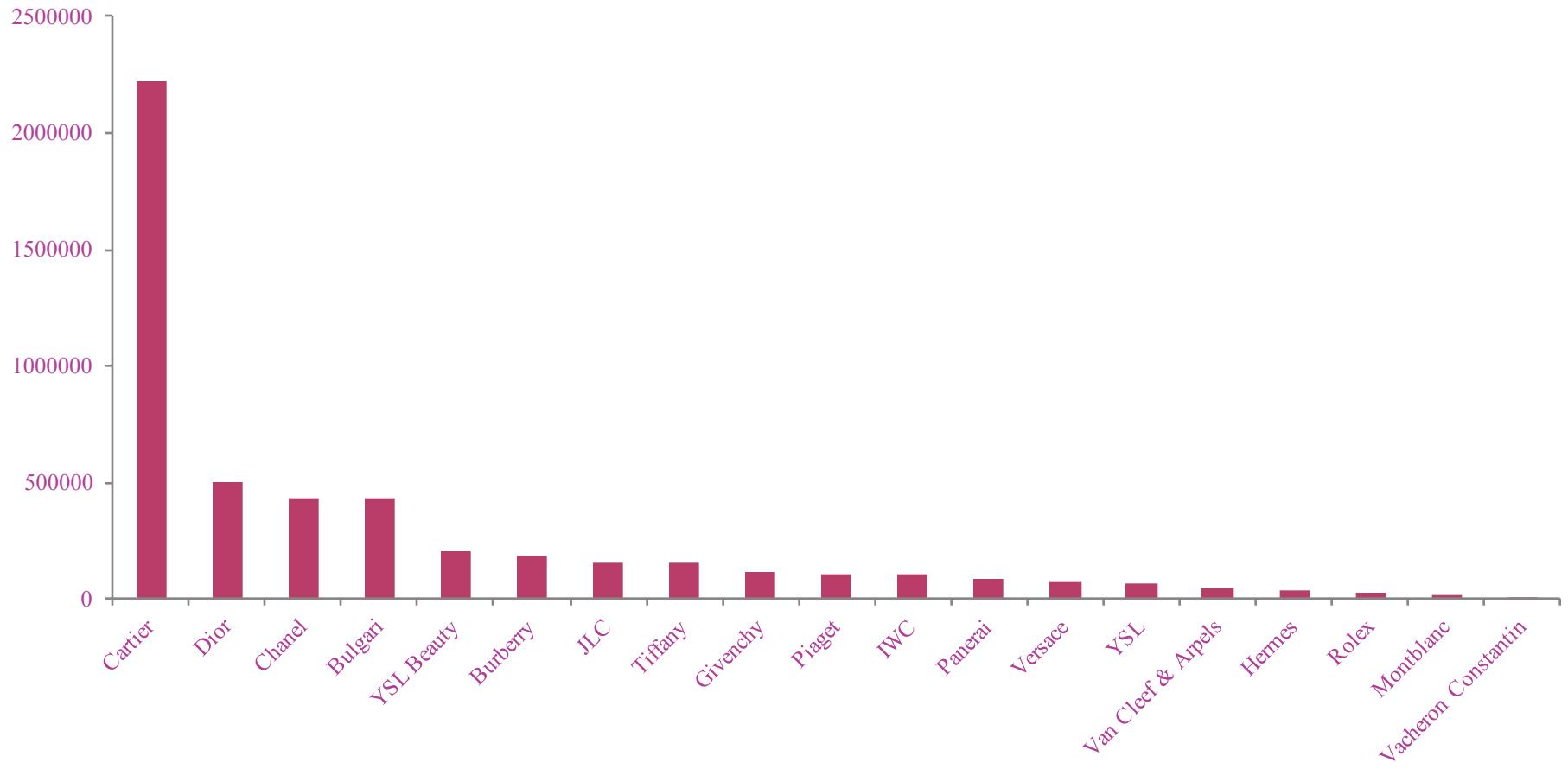
case studies

conclusion

TYPES OF CONTENT



AVERAGE VIEWS PER VIDEO

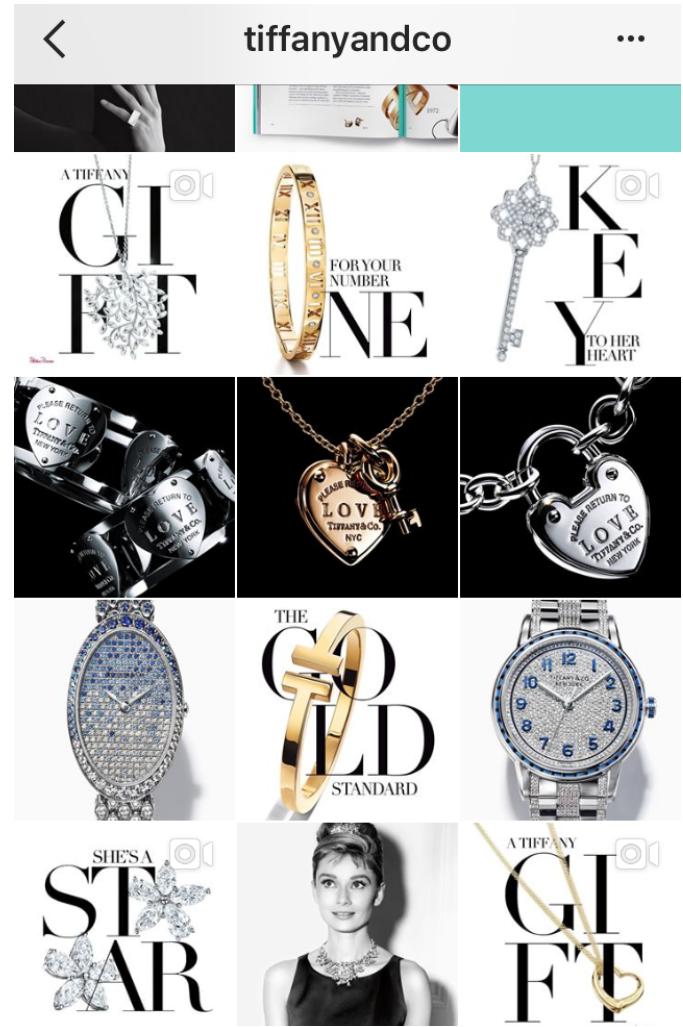


CASE STUDIES

Capturing Attention

MINIMALISTI C

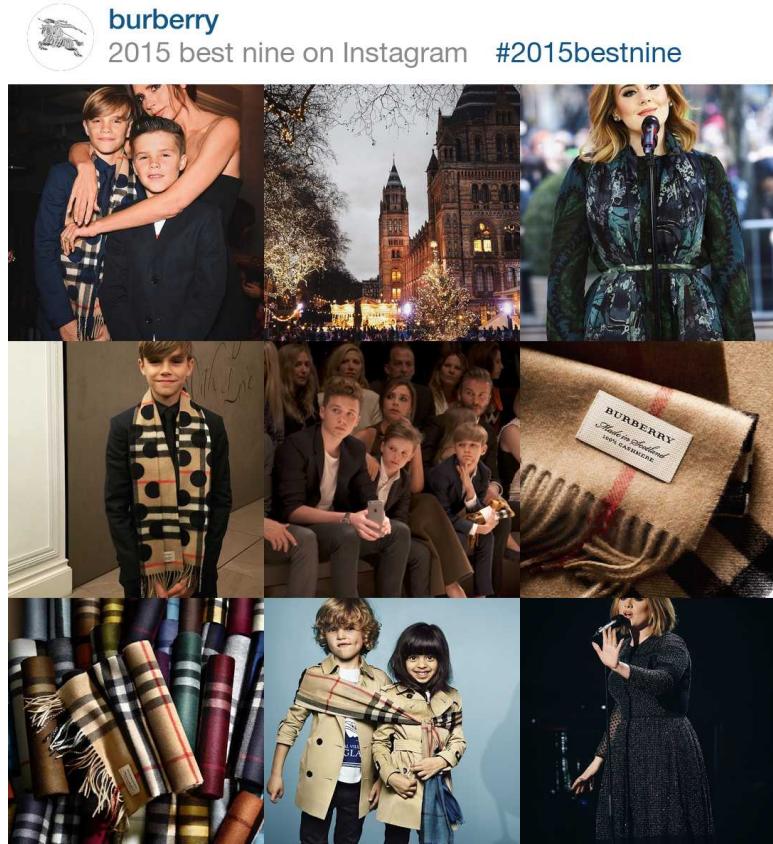
white-black contrast and simple images create a clean look that grabs viewers' attentions



Capturing Attention

THEMED

social media users love an aesthetically pleasing feed with clever plays on color and composition

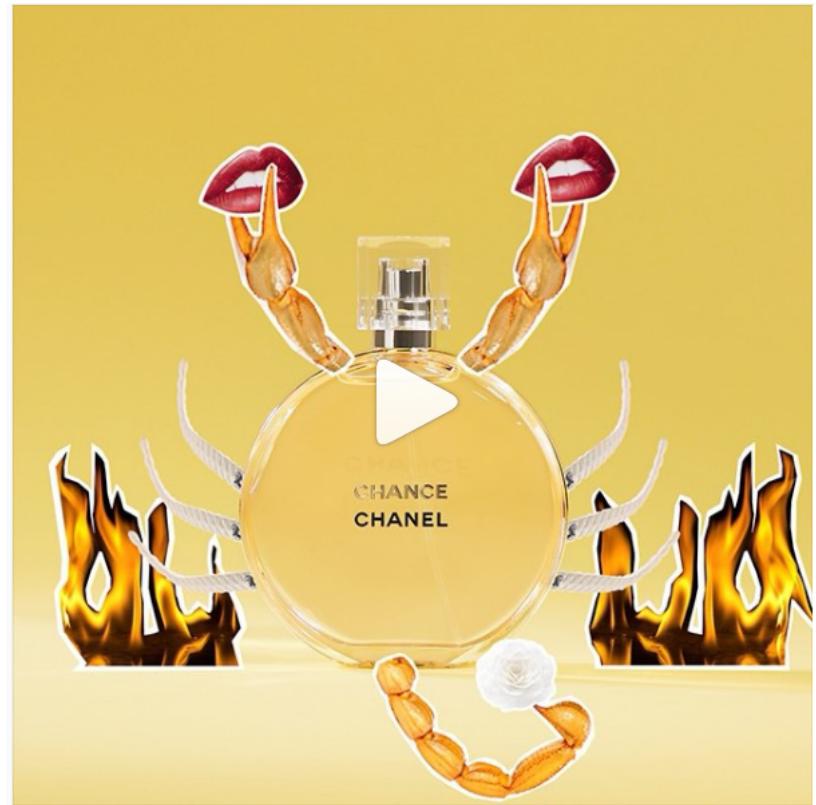


♥ 26,339,592 Likes to 648 posts in 2015
burberry Thank you for your likes!

Capturing Attention

DYNAMIC VIDEOS AND IMAGES

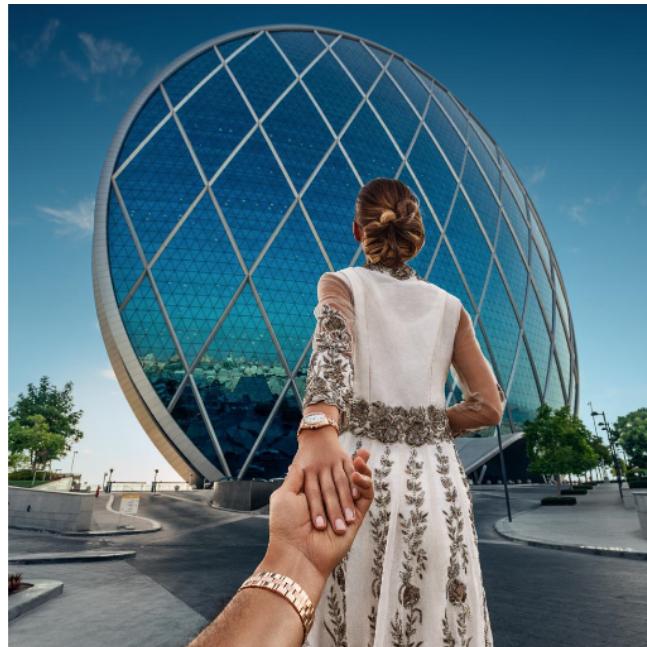
the first few seconds of an ad should catch viewers' short attention spans; digital media allows for creativity here



Capturing Attention

LIFESTYLE

content that seems more like daily style photos and less like typical product advertisements are more appealing to consumers



Carter cartie

追蹤

25.3k 個讚

41 週

cartier Follow #CleDeCartier to Abu Dhabi, thanks to @NatalyOsmann and @muradosmann #Cartier #Watch #Followmeto

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paolapeeta @fedeestevez 😊

fedeestevez @paolapeeta
😊😊😊😊👉☐☒👉☐☒

kajolbhagat @hindsculture

[z_sajwani](#) @abuhamad2003 😊😊

[hannaselimovicmakeup](#) @sel

ashleyy_jill @meg_rehberg

trishethertrasher @queensad

ccollado@buscavid.41

◎ 留言

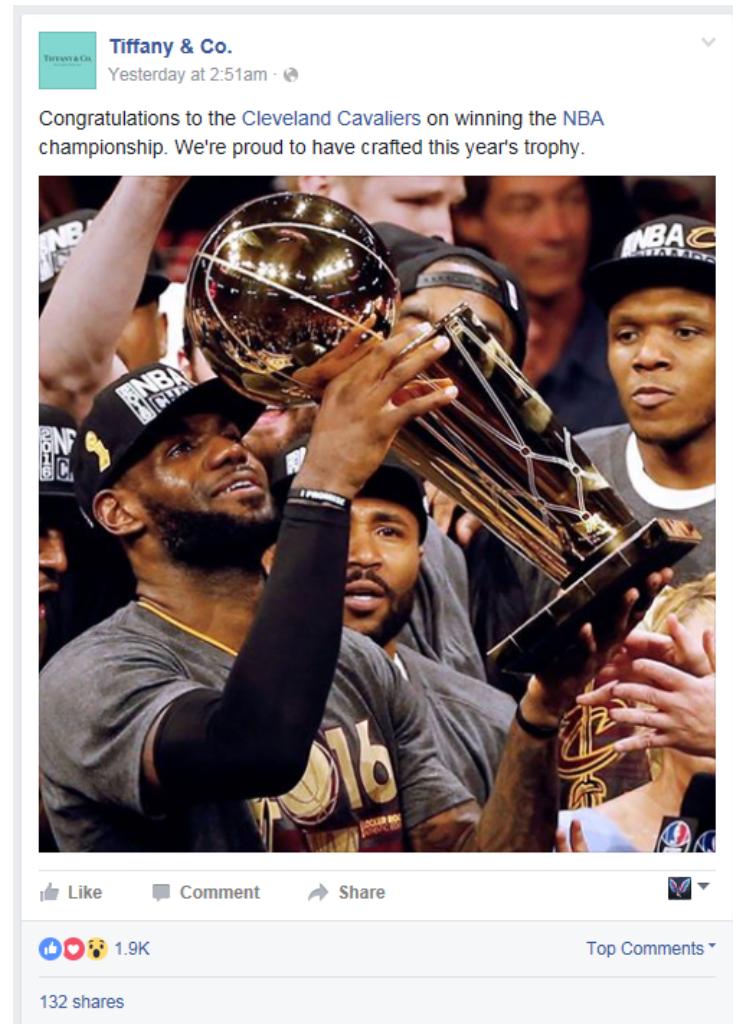
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Connecting With Your Audience

REGIONAL CONTENT

having region or country-specific social media platforms helps brands stay in touch with specific groups within their target market



Connecting With Your Audience

REGIONAL CONTENT

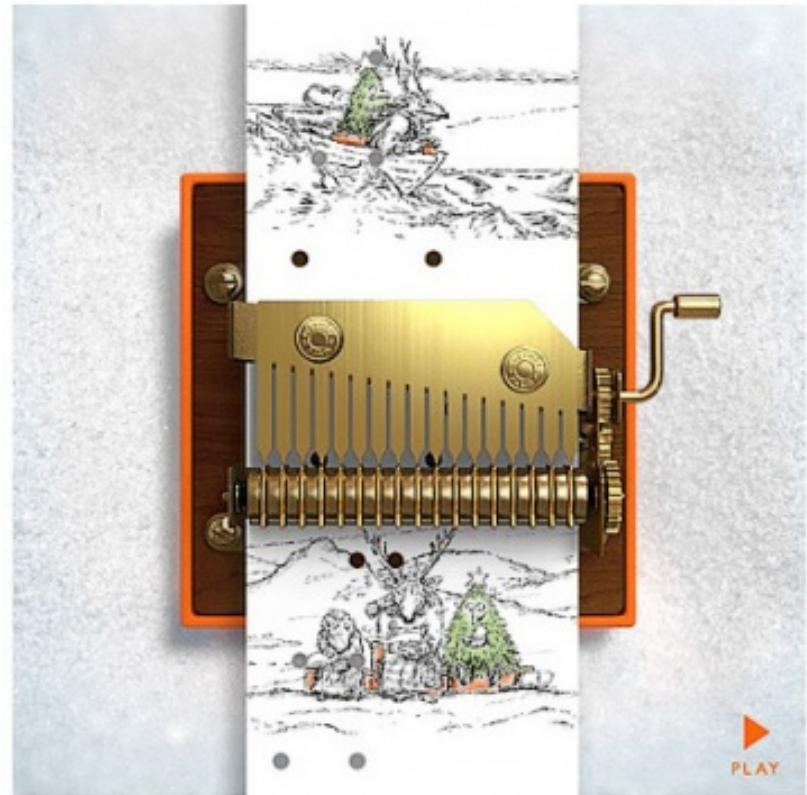
having region or country-specific social media platforms helps brands stay in touch with specific groups within their target market



Connecting With Your Audience

HOLIDAY POSTS

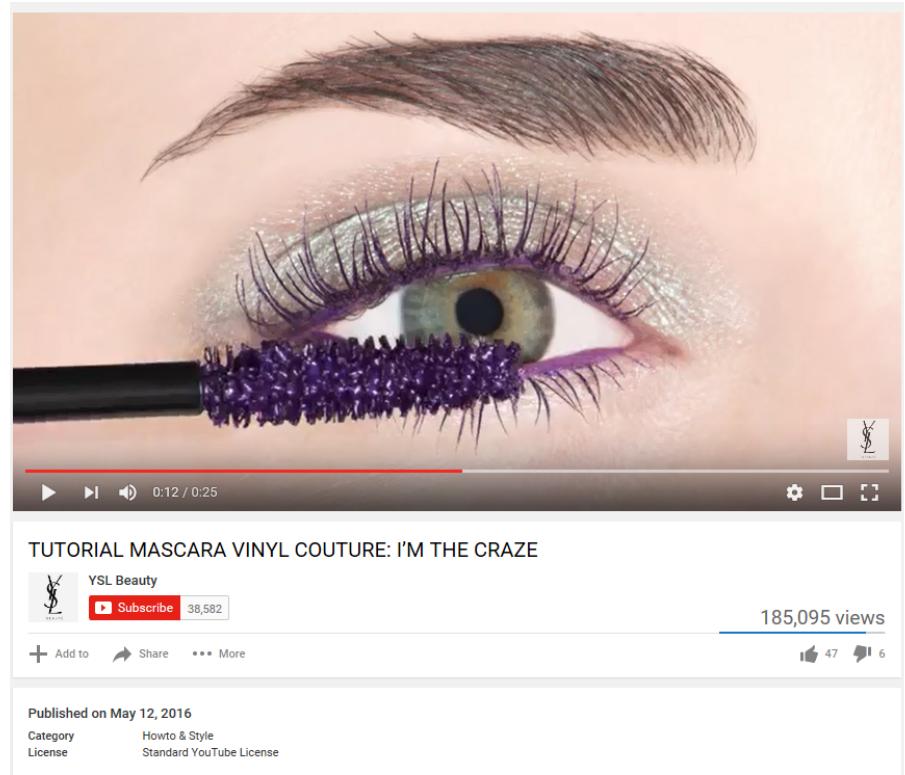
celebrating holidays makes consumers feel like the brand cares about them and can also double as good publicity



Connecting With Your Audience

PRODUCTS IN USE

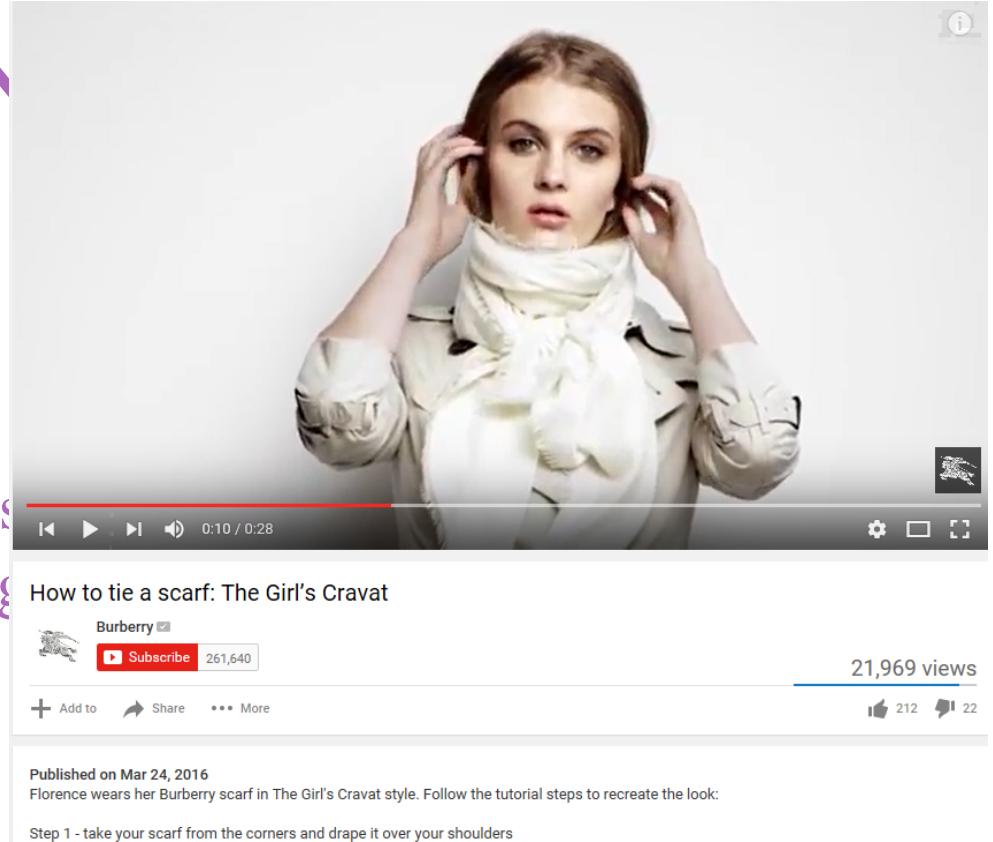
product tutorials allow a brand to connect with their consumers beyond the purchase, increasing the likelihood of customer retention



Connecting With Your Audience

PRODUCTS IN USE

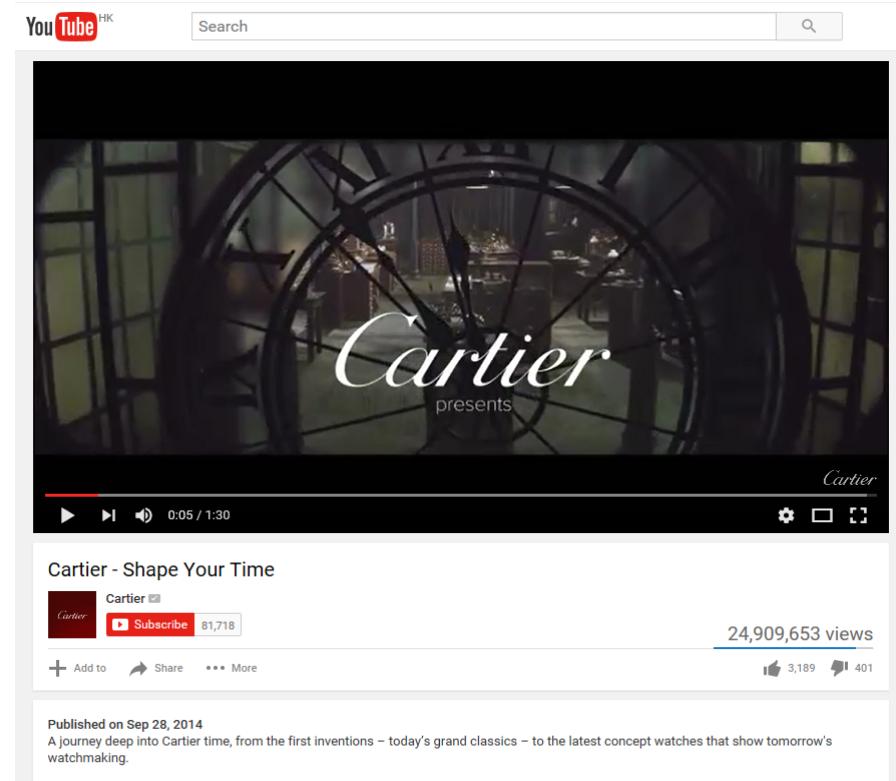
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Connecting With Your Audience

THE POWER OF STORYTELLING

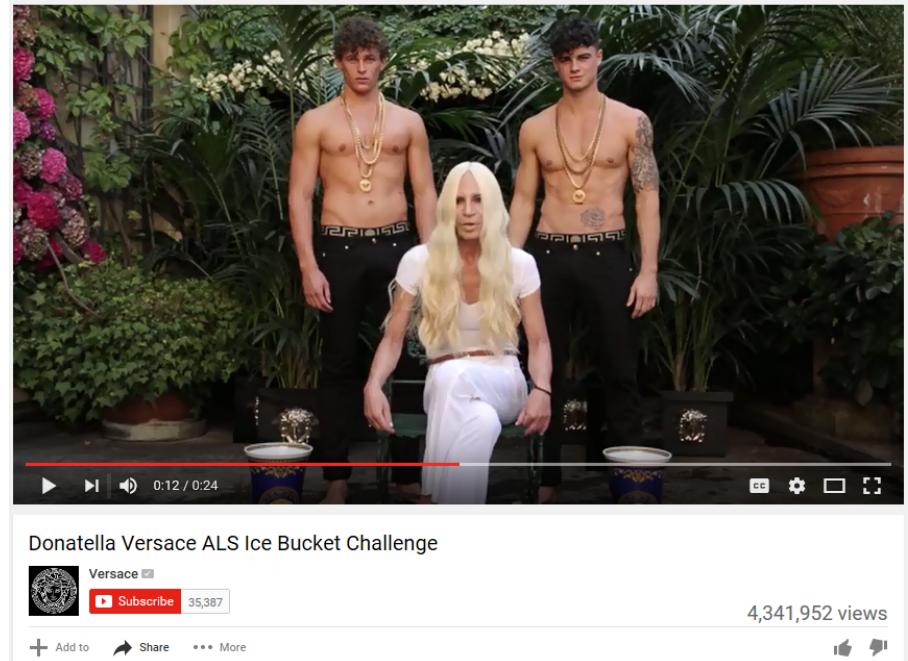
short films engage the viewer by relating their product line through a story rather than through an advertisement



Connecting With Your Audience

KEEPING UP WITH TRENDS

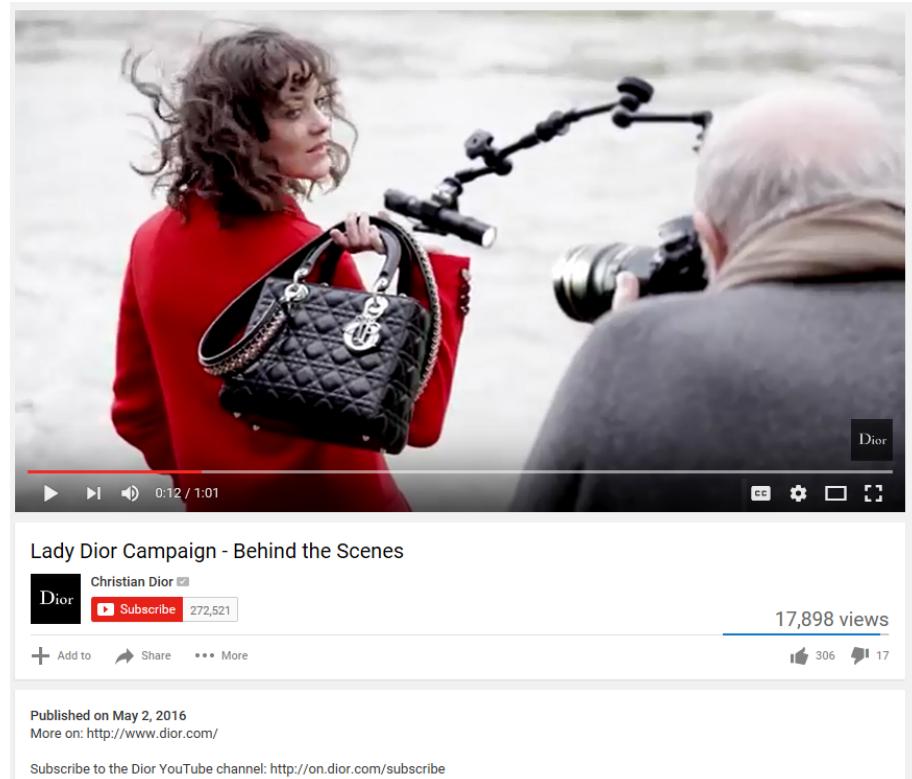
this creates buzz and allows audiences connect to the brand, even when the content has nothing to do with the products



Connecting With Your Audience

BEHIND THE SCENES

behind the scenes content lets viewers feel like they have an exclusive look into the brand and are part of what the brand does



CONCLUSION

Traditional vs. Digital Marketing

TRADITIONAL MARKETING

DIGITAL MARKETING

Traditional vs. Digital Marketing

TRADITIONAL MARKETING

- More likely to market towards your target customer demographic

DIGITAL MARKETING

- Able to build brand awareness among millennials

Traditional vs. Digital Marketing

TRADITIONAL MARKETING

- More likely to market towards your target customer demographic
- Greater quality advertisements with more space provided

DIGITAL MARKETING

- Able to build brand awareness among millennials
- Advertisements not limited to static images; more animated forms

Traditional vs. Digital Marketing

TRADITIONAL MARKETING

- More likely to market towards your target customer demographic
- Greater quality advertisements with more space provided
- Can add an air of exclusivity to your marketing

DIGITAL MARKETING

- Able to build brand awareness among millennials
- Advertisements not limited to static images; more animated forms
- Easier to track engagement levels with your audience

Effective Use of Social Media Marketing

EFFECTIVE

- lifestyle content
- storytelling
- showing a personal aspect to the brand
- creative use of technology
- keeping up with trends

INEFFECTIVE

- pop-up advertisements
- solely posting product photos and ads
- forced, unnatural celebrity endorsements

THANK YOU!

07/27

Mei-Lin for giving us the opportunity to work here

Etienne & the rest of the Richemont office for being so supportive

IWC - Roger, Jennifer, Caitlyn, & everyone else in the office who has made our time here so wonderful

All those we interviewed for their time and kindness towards us