

LUXURY

How to do influence marketing while respecting the high standards of luxury?



How to do influence marketing while respecting the high standards of luxury? Featuring Dior, Jaguar, Lancôme, Comme des Garçons.

Are you a luxury brand? Influence marketing will allow you to reach a wider audience, but how do you create influence campaigns while meeting the high standards of luxury? We have great news for you and it involves influencers! Influencers are the best way to get your product known amongst their communities and make it more "approachable" for your consumers ... But be careful: luxury is a very special area and influence marketing needs to be done correctly to avoid becoming commonplace! We have two essential tips for that: choose the right influencers and integrate the brand's standards. This is what we'll be focusing on in this hand out via case studies and figures.



Why is influence marketing essential in luxury brand communication?

Before we begin, ask yourself why working with influencers is (very) interesting for luxury brands. Influencers:

- > have very powerful communities
- > are where 15 - 35 year olds are (young people are no longer sat in front of the TV - they spend only one hour a day in front of TV, radio or the media as opposed to 4 hours for the average French person)
- > get through adblocks (over 50% of 15-35 year olds have adblocks)
- > are "native mobile"
- > like to promote new products (like yours)
- > have strong ability to persuade their community (which is key for fashion or beauty)!
- > are trendsetters
- > can make your product "cool"
- > are (usually) not expensive (for some, receiving your product for free is enough)

- > will talk passionately about your product in a language understood by their community (some Youtuber Lookbooks are extremely skilfully made)
- > may show you other ways to present your product or other uses that you may not have thought of.

And even better:

- > you can choose which ones (on influence4you for example, for every influencer chosen for a campaign, we have on average 10 that have applied) and for luxury campaigns, we often have more than 400 applications for a campaign
- > you can even launch international campaigns easily
- > and if you're a distributor, you can ask for the visits and sales generated by an influencer to be tracked.

One small downside: influencers don't tend to reach the over 40s ... so if your audience target is 40+, you will have to use a mix of media and not place all bets on influence.

In short, as you've probably understood: influence campaigns for luxury brands are an essential part to add to a marketing mix, it's a "must have" in communication. We're

going to give you some key figures below to show you why it works... and more importantly some methods adapted to luxury brands to use influence marketing effectively.



Key influence figures for luxury brands

ROI

Influencers aren't generally directly ROI based media (besides, an influencer doesn't generally accept to be commissioned on sales). They participate in the development of the image and the explanation of the product, but unlike AdWords or affiliation, they don't usually intervene at

the end of the chain during purchase. Despite this, chances are you'll get sales that sky rocket with influencers. Some consumer examples for information purposes (luxury brands don't communicate on sales figures)

- > For example, we campaigned for a BelAir down jacket that generated €50k in sales for €10k of influence marketing.
- > Or even a PKJ novel that went from the 5000th to the 50th place on Amazon's book sales.
- > We generated €100k in sales on ASOS with micro-influence with less than a €10k budget.
- > Finally we generated over 100,000 new members and several million in revenue by using influencers for the beauteprivée website.

In short, influencers can generate direct sales, but it's crucial to already have some

notoriety and therefore opt for influence as a channel of notoriety, buzz and explanation of your product / innovation.

The agency Tomoson calculated that if we include direct and indirect sales (not just direct sales), **€1 invested in an influence campaign generates €6.5 in turnover in most cases.**

Good to know, right? In terms of measuring the impact of influence marketing we prefer to refer to EMV (Earned Media Value) rather than ROI (Return on Investment), which is difficult to measure.

EMV

EMV is the media value of influencer posts (calculated based on Ayzenberg reference benchmarks).



**On our platform,
for €1 invested,
we generate
up to €11 in EMV**

**Calculate your EMV
for Free!**

The free tool to calculate the EMV of your social and influence campaigns:
<https://blogfr.influence4you.com/emv/>



The average engagement rate

On Instagram: it's between **2 and 3%**
in likes / subscribers
according to sectors.



Good news!

**3,5%* with
micro-influencers
on the Influence4You
platform**

Please note: engagement on Instagram is very different between Fashion and Beauty. **Beauty is at 2.99% while fashion is at 4.36% ****. Why? Because Instagram beauty product posts often show the products and not the faces or silhouettes of

On Youtube :
less than **4%**
in likes / views



Good news!

**4,7%* with
micro-influencers
on the Influence4You
platform**

the influencers... and this generates less engagement. If you're a beauty brand, feel free to ask for a layout (carousel, video...) where the influencer is featured WITH the product. This will generate more engagement.

The power of influencers

We spend 3 times more time on Enjoyphoenix' Youtube channel** than on women's online magazines.

18-24 year olds spend only 1 hour per day in

front of the TV (versus 4 hours for the average French person) but **4 hours a day on their smartphone***** (especially on social networks), so that's a huge audience of TV-worthy influencers!

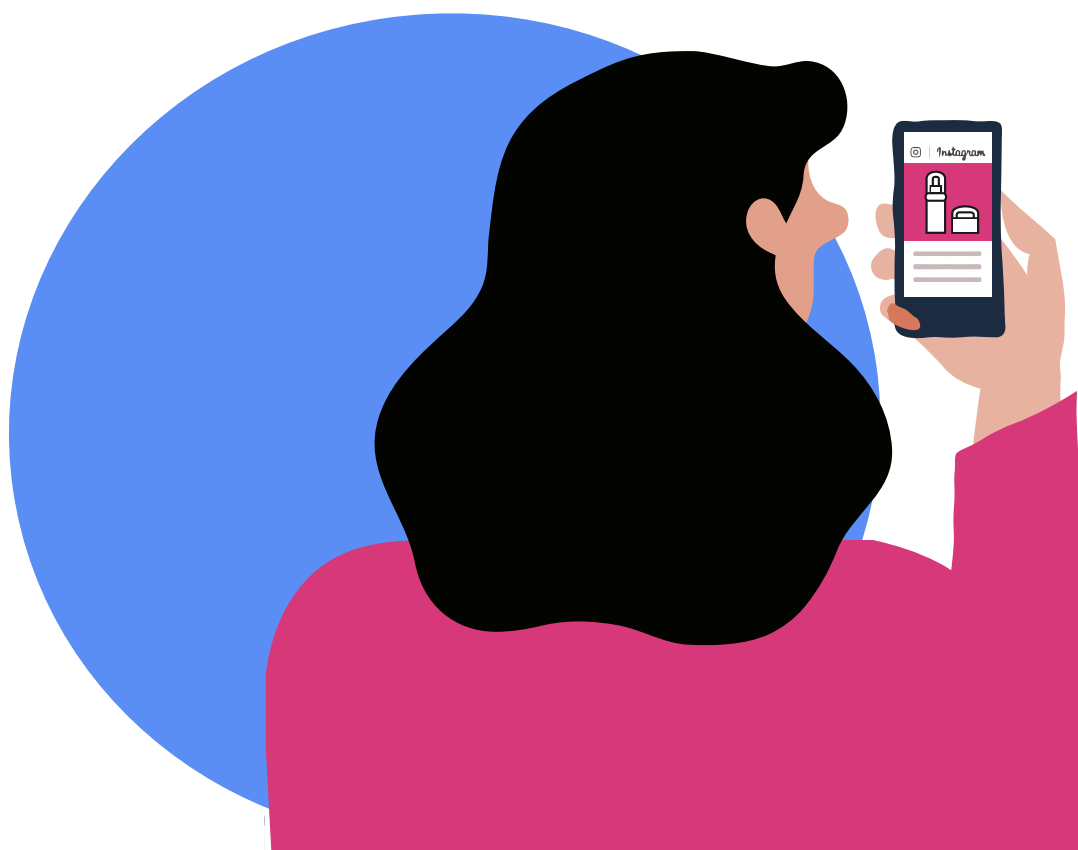
The number of influencers per campaign

Micro-influence campaigns on Influence4you allow start-ups to work with an average of 110 influencers * (and even more for fashion and beauty). So for your campaigns it's

interesting to mix top influencers who will make an impact straight away and micro influence which will allow you to develop more proximity with the consumer.

* influence4you - ** Study on 5000 influence4you posts - *** influence4you Study - 2015 - **** Médiametrie (French audience measurement company) 2017

Examples of influence campaigns for luxury brands





CONTEXT: Jaguar wanted to conduct the release of the new I-Pace car with an influence campaign on Instagram. The idea was to reach a wider and more diverse target. The brand wanted to strengthen its modern and young "dream car" position with this 100% electric model.

TERMS: Influencers were invited to test the car in Paris and share their experience with a photo to highlight the new I-Pace on Instagram.

RESULTS

Overall Scope: **3,4 M**

Total Likes: **104 K**

Number of comments: **2 K**

Engagement rate: **4,2%**



HOW DID JAGUAR SUCCEED IN ITS CAMPAIGN?

This operation gave influencers the chance to live an exclusive experience that they could share with their community. Subscribers were able to use their imagination through the posts and confirm the dream world that Jaguar represents. On top of that, particular attention was drawn to electric cars which is a real plus, because it's reassuring and in line with the future of the motor industry.

LANCÔME

PARIS

CONTEXT: For the release of the new Lancôme fragrance - La vie est belle - l'éclat de Lancôme, the brand wanted to make an impact with a 4 stage campaign: a teaser, a revelation, content creation, a contest.

TERMS: A sumptuous unboxing was organized in order to get audiences dreaming. The staging and setting really stood out from the classic content created by influencers or conventional advertising. This form of short film really engages the influencer and his community. After stir-

ring up emotions, the influencers created their content and started a contest on Instagram to continue the positive effect.

RESULTS

Number of posts: **51 posts** created

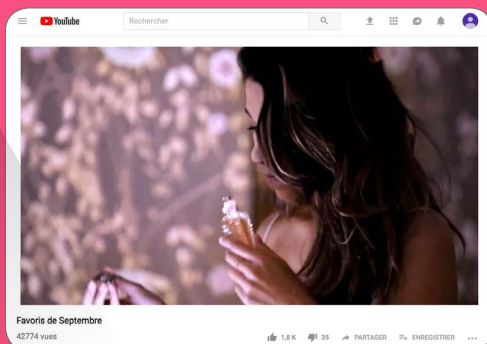
Reach obtained: more than **7 M**

Interactions: **28 K**

Teaser



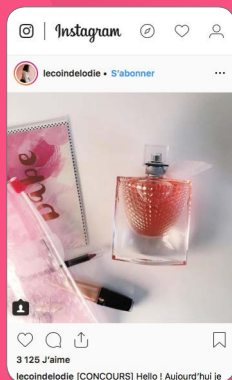
Content Creation



HOW DID LANCÔME STAND OUT?

The brand managed to recreate the luxurious and prestigious atmosphere linked to its image with influencers by offering them a unique moment that they could share with their subscribers. By investing in Lancôme's very own decor and inviting influencers, the content stands out and becomes more appealing.

Concours



Brand Evening contest





COMME des GARÇONS*

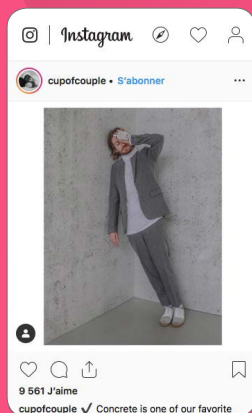
CONTEXT: For the release of its new perfume Concrete, the fashion label Comme des Garçons set up an artistic and innovative influence marketing campaign.

TERMS: An audio device was created in only ten copies for the campaign so that the connected device and the perfume would be highlighted through an Instagram and Instastory post.

RESULTS

Reach: **4,4 K**

Number of posts: **22 posts** made



HOW DID COMME LES GARÇONS SUCCEED IN ITS CAMPAIGN:

Influencers really played the game by highlighting the perfume in their Instagram post and spoke about it in a story as it was easier to show the product in action via a video.

Various communities were open to the campaign because the chosen influencers had an editorial line consistent with the brands image. The choice of influencer is therefore paramount in luxury.

Dior

CONTEXT: For its campaign "What would you do for love?" The Christian Dior perfume brand wanted to set up a plan with influencers to broadcast the operation and raise funds for the "WE" CHARITY ORGANIZATION for which Natalie Portman is the ambassador. The organization aims to help develop the education of girls & young women in more than 45 countries around the world.

TERMS: For every photo or video post on Instagram with the hashtag #Diorlovechain, Christian Dior Perfume donates \$1 to the organization. We

selected 7 influencers to highlight the idea "What would you do for love?" by creating a video about love.

RESULTS

Number of posts: **46 posts** in total

Reach: more than **4 M** views (including over 3M on Instagram).

Influencers very committed to the cause and the campaign made it a success!

Post Instagram



Article



HOW DID DIOR STAND OUT?

Campaigning in partnership with an association allowed the brand to steal the spotlight while supporting a cause.

Influencers are very invested when they create for associations, which enables a higher rate of engagement. Creating solidarity is a mission that influencers take very much to heart, and they excel in this area through their engaged community.

Mistakes to avoid

- > You need to know how to choose the right influencers, ones that are really in line with the brand.
- > Beware of fake followers.
- > Many "fake influencers" or "influencers boosted by like purchases" have created accounts dedicated to luxury brands. (About 45% of Instagram followers are not humans according to Hype Auditor). It's therefore essential to work with an agency or a tool able to account for the quality of the influencer's audience.
- > Don't reproduce a high budget ad with influencers, even if it's tempting, it won't work with influence and tends to have negative feedback.
- > You really have to include the influencer in the campaign measures.
- > Don't be too overbearing with influencers.
- > Luxury brands want to control everything. You need to know how to manage while letting the influencer tell their story and bring a personal touch to the brand.
- > For optimal creativity, influencers should be trusted to choose how they want to communicate a product.
- > Their distinct universe creates innovative content.

To sum up

Influence campaigns with luxury brands are very useful in a media mix: brands can reach a wider audience that could be seduced or become future buyers. It's a way to assure its image and assert its presence in the world of luxury among the general public, creating a dream image that will make people want to have the product later. Influence marketing is essential for a product release and is also an investment in a long term brand image. In the end, as

you've seen above, the choice between micro and macro influencers depends on your goals and your budget. It's your chance to launch your effective influence campaigns on www.influence4you.com

Feel free to contact us at 01 80 88 41 21 to come up with a creative strategy in line with your needs together.

Influence marketing platforms simplify time-consuming tasks and give you easy access to the best influencers for your brand. It's up to you to define your brief effectively for a maximum of hits!

Notes (to prepare your campaign)

Describe your product or service as if you were explaining it to your friend:

Describe your objectives for this influence campaign (xx visits, improve image...):

Describe what you expect from the influencer exactly (logistics):

Once these ideas are clear, launch your influence campaign!

Launch your influence campaign now,
contact us:

www.influence4you.com
+33 1 80 88 41 21