

ChristianDior

Company profile:

Christian Dior was the designer of dreams. Founding his House in 1947, Dior's debut collection sparked a revolutionary 'New Look'. Today this visionary spirit lives on, and Christian Dior Couture is recognised for its French heritage and vibrant culture. With its vast range of creations, spanning women's and men's collections, Baby Dior and jewellery and watches, the House strives to reach younger generations with its online communication strategy. Dior's omnichannel presence and evolving projects, such as shoppable augmented-reality lenses, places innovation at the heart of its activities.

360-degree communication and audience segmentation help Dior reach new audiences

A consistent, targeted campaign strategy creates better visibility across numerous product launches and fashion collections.

The challenge: Making sure a fashion house with an illustrious heritage stays top of mind and connected with current and future customers

Luxury French fashion house Dior needs no introduction. Synonymous with elegance and exceptional craftsmanship, the brand has been strutting its stuff on and off the catwalk since founding in 1947.

But rather than rest on its laurels, Dior wanted to bring its sartorial prowess to the next generation of fashion followers by developing a marketing strategy that would grow year-round brand awareness, lasting beyond key moments such as Christmas and Valentine's Day. It also wanted to build on its legacy and position itself as a thought leader on craftsmanship by giving audiences both a glimpse inside the famed Dior ateliers and front-row seats to its coveted fashion shows.



Running campaigns on LinkedIn allows us to reach extremely qualified audiences using unique targeting capabilities that you can't find on other social platforms."

Nicolas Schaffner. The KR Wavemaker team

The Solution: Brand awareness campaigns that make use of audience targeting

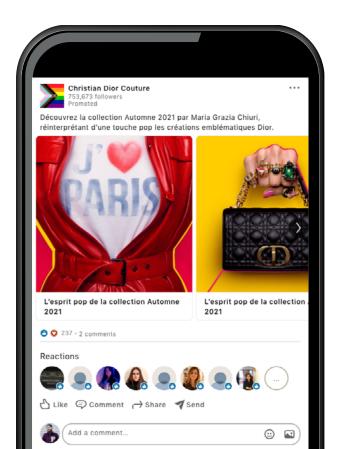
From haute couture gowns to watches, sunglasses to suits, Dior has an enviable collection of products to its name. But getting each of these items in front of the most appropriate individuals means singling out the right people. By building an audience framework, Dior is now able to address key male and female audiences separately and target users with an affinity to high fashion and luxury goods.

With its audience sorted, Dior laid the foundations for growing its footprint (and lowering costs) over time with a content strategy that mixes seasonal and evergreen messaging. Combining consistent audience engagement with campaign-based marketing means Dior can stay top of mind throughout the year.

Why used LinkedIn?

LinkedIn targeting tools enable Dior to segment its audiences based on traits such as seniority and job roles, meaning the brand can target its latest menswear campaign at male CXOs, or a behind-the-scenes video of the Caro handbag being made at female partners and VPs.

Leveraging a range of ad formats, from brand ambassador storytelling videos to product-focused carousels, also allows Dior to communicate with its audiences in fresh and authentic ways. By focusing on video in particular, Dior can create immersive experiences that not only grow brand awareness but boost engagement around campaigns.



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LinkedIn has proved to be an important channel for us to connect with our audiences and communicate all stages of a product launch, both organically and through paid campaigns.

Ultimately we can take customers behind-the-scenes and make them feel part of our journey."

Gary Pinagot, social media and e-reputation director, Dior

LinkedIn products used:

- Sponsored carousel and video
- Sponsored video
- Scheduled Live

Results: Consistent communication and audience segmentation delivers engagement lift

By experimenting with content formats, Dior has positioned itself as a thought leader in craftsmanship, helping to grow brand awareness, loyalty and capture the imagination of audiences while encouraging them to invest and follow the brand's story. From livestream unveilings to 'making-of' videos that showcase the craftsmanship behind its products, Dior gives customers a complete 360-view of its collections, enabling them to feel part of the process.

Using audience demographics and segmentation has also helped Dior to reach those most likely to engage. Going forward, the brand plans to leverage LinkedIn to test and measure campaigns in real-time by analysing brand lift among target audiences and then evaluating changes in brand perception from LinkedIn advertising – all of which will help Dior optimise for the future.

Dior's campaigns have always resonated with audiences, but a few have generated particularly high engagement:



The Caro bag campaign achieved an engagement rate of 8.52%

The Valentine's Day
Horlogerie campaign video
and carousel achieved an
engagement rate of 6.54%
(the LinkedIn engagement
rate benchmark for video
campaigns in the luxury
industry is between 0.8%
and 2%)





Video view metrics have also been impressive. The Joaillerie Seasonal Delights jewellery campaign had a video completion rate of 34% (the benchmark for this video length in the luxury industry is between 14-19% in EMEA, depending on the campaign objective)