

SOCIALiSTIC

**BUILDING
THE SOCIAL
EXPERIENCE**

Ralph Lauren Big Pony Collection - June 13th 2012

We are **Socialistic**, a social and content marketing agency.

We help brands design and develop their social brand publishing strategy



THE COMPANY WE KEEP / Our Clients



Socialistic After One Year Of Being Here



OUR PERSPECTIVE

Fundamentally, we believe that when you connect branding and social design through content, wonderful things happen. We call this a social brand publishing. We help you build an audience that's intrinsically attracted to your brand by creating personal relevance and a meaningful relationship that's built on your brand's promise.

Social brand publishing starts with coming to terms with a simple concept....

Content is the killer engagement to connect with your consumers.

When your brand story can be brought to life and distributed through content and social technologies, you have the ability to develop a social relationship with your customer audience.



BUILDING A SOCIAL BRAND PUBLISHING STRATEGY

We saw an opportunity to apply the same level of strategic thinking, creative ideation, and analytical rigor from the brand planning+advertising industry to the social sphere. We help brands follow some simple steps in advancing their social brand publishing strategy

- Translating your brand strategy into a social narrative
- Creating ideas that will engage your consumer
- Designing content that delivers your brand strategy one story at a time
- Building platforms that anchor your ideas
- Stitching together social systems to get the story out there



THE VALUE OF SOCIAL BRAND PUBLISHING

Social Brand Publishing Helps Create
Impressions, Not Just Serve Them

SOCIAL TAPESTRY
UBIQUITY PORTABILITY
COMMUNITY CONTENT
BEAUTIFUL EXPERIENCE
ALWAYS ON **AFFINITY** ROI

**BRAND PUBLISHING
CASE STUDY - NISSAN'S JTZ**



NISSAN / Creating A Market For Electric Vehicles

In 2010, Carlos Ghosn, CEO of Nissan was very excited about launching the world's first mass market electric car.

Nissan was going to market on the idea of a "Zero Emissions" vehicle and wanted a plan to digital launch. After some deep research and social listening we discovered something that surprised us and Nissan. People didn't know what "Zero Emissions" meant. They were intrigued by the idea of an electric vehicle but didn't have any idea what a vehicle like that could do to change the way we moved around the world.

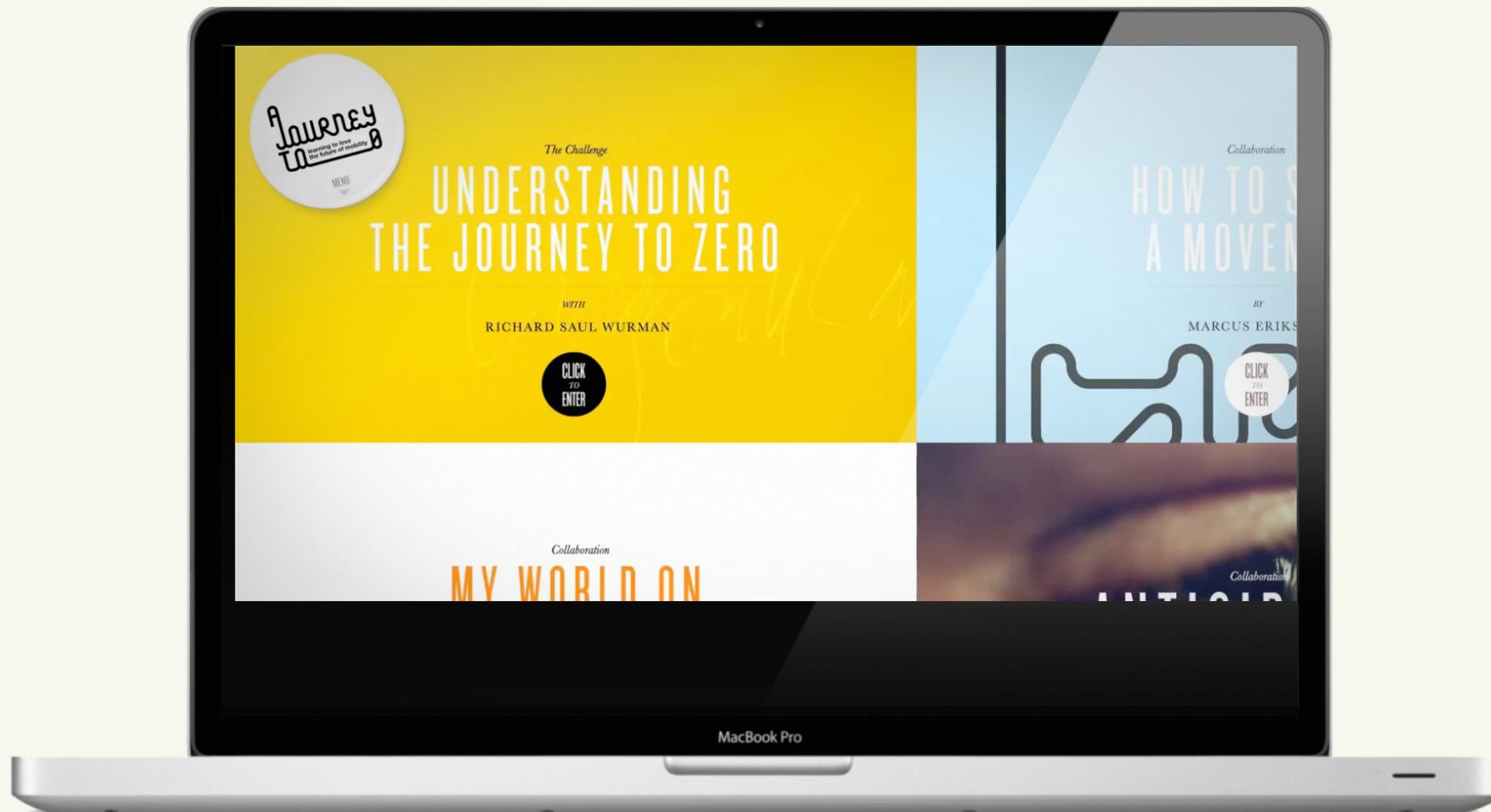
We proposed Nissan **a corporate campaign preparing people for living a Zero Emissions lifestyle**. We'd first create an understanding of what the future could be like and then we would introduce the car that could get you there.

A Journey to Zero was born.



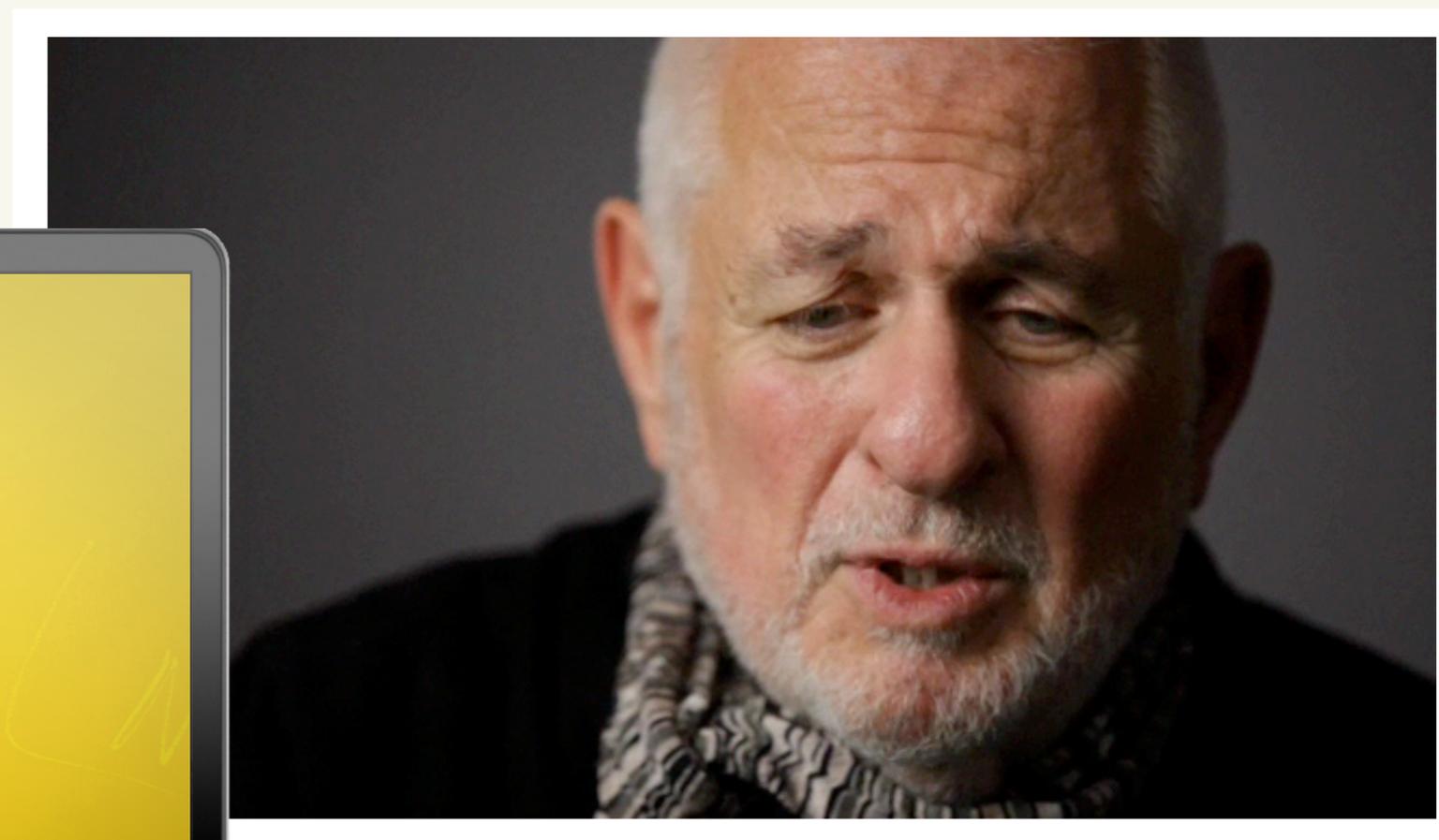
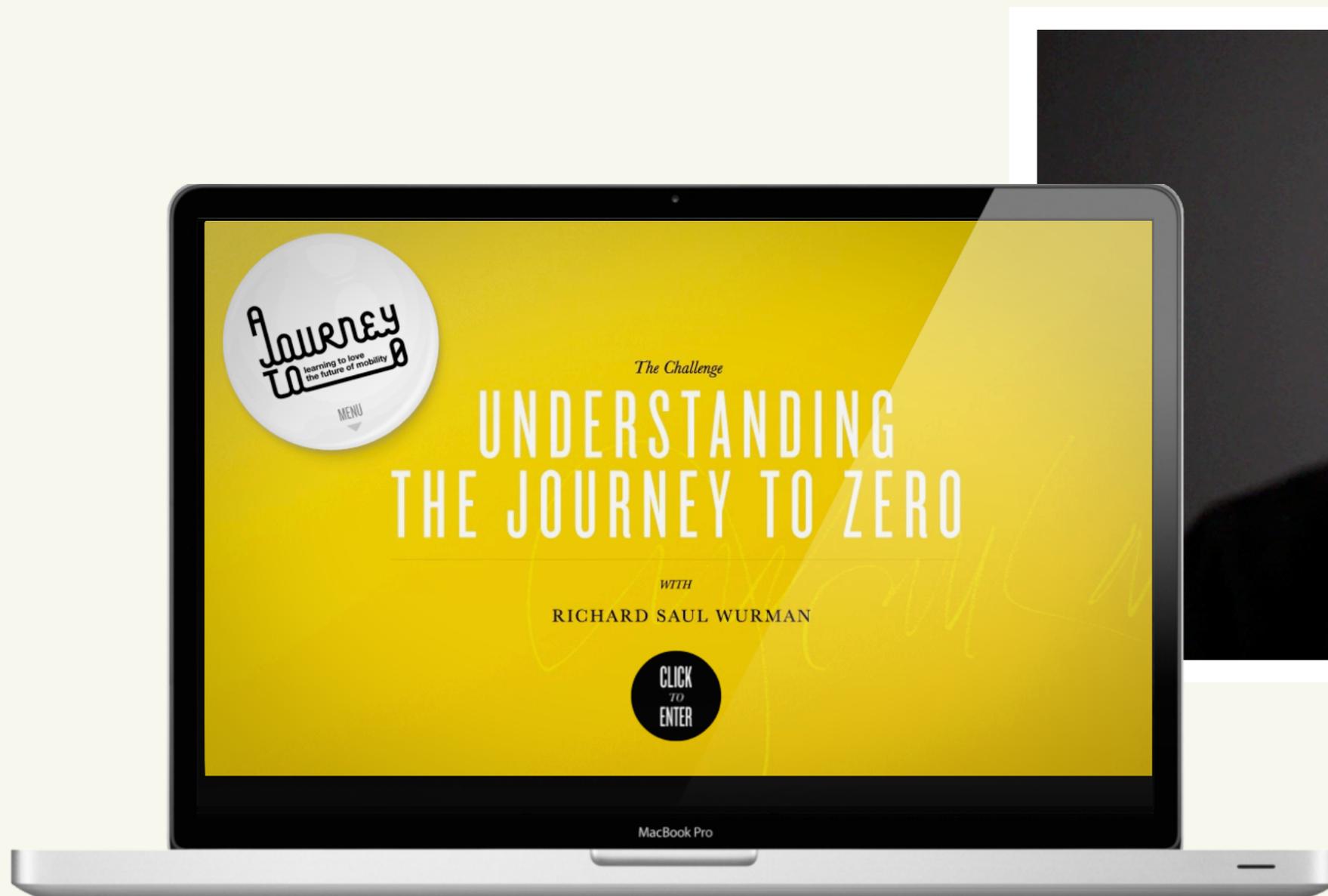


NISSAN / Designing Platforms





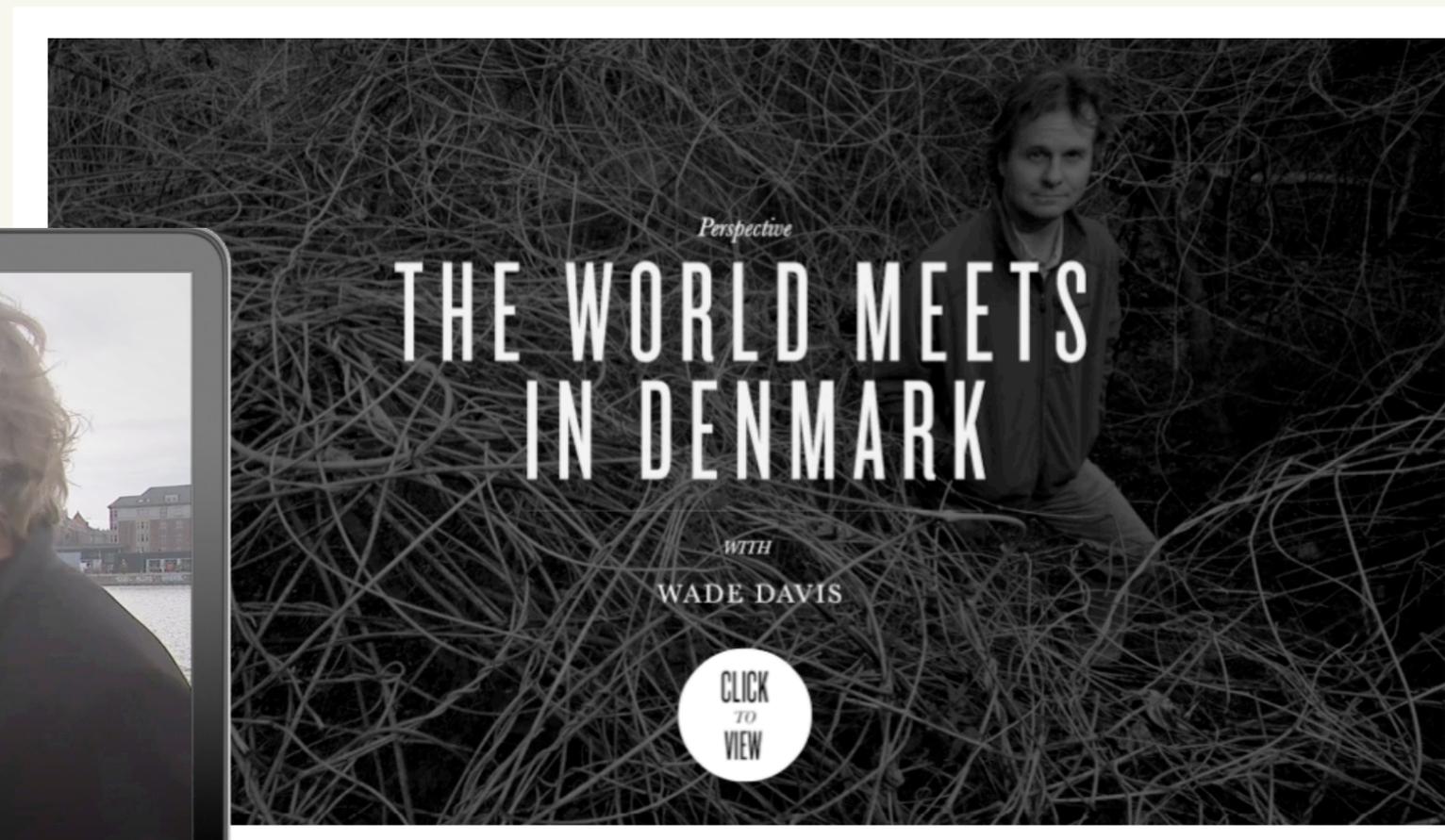
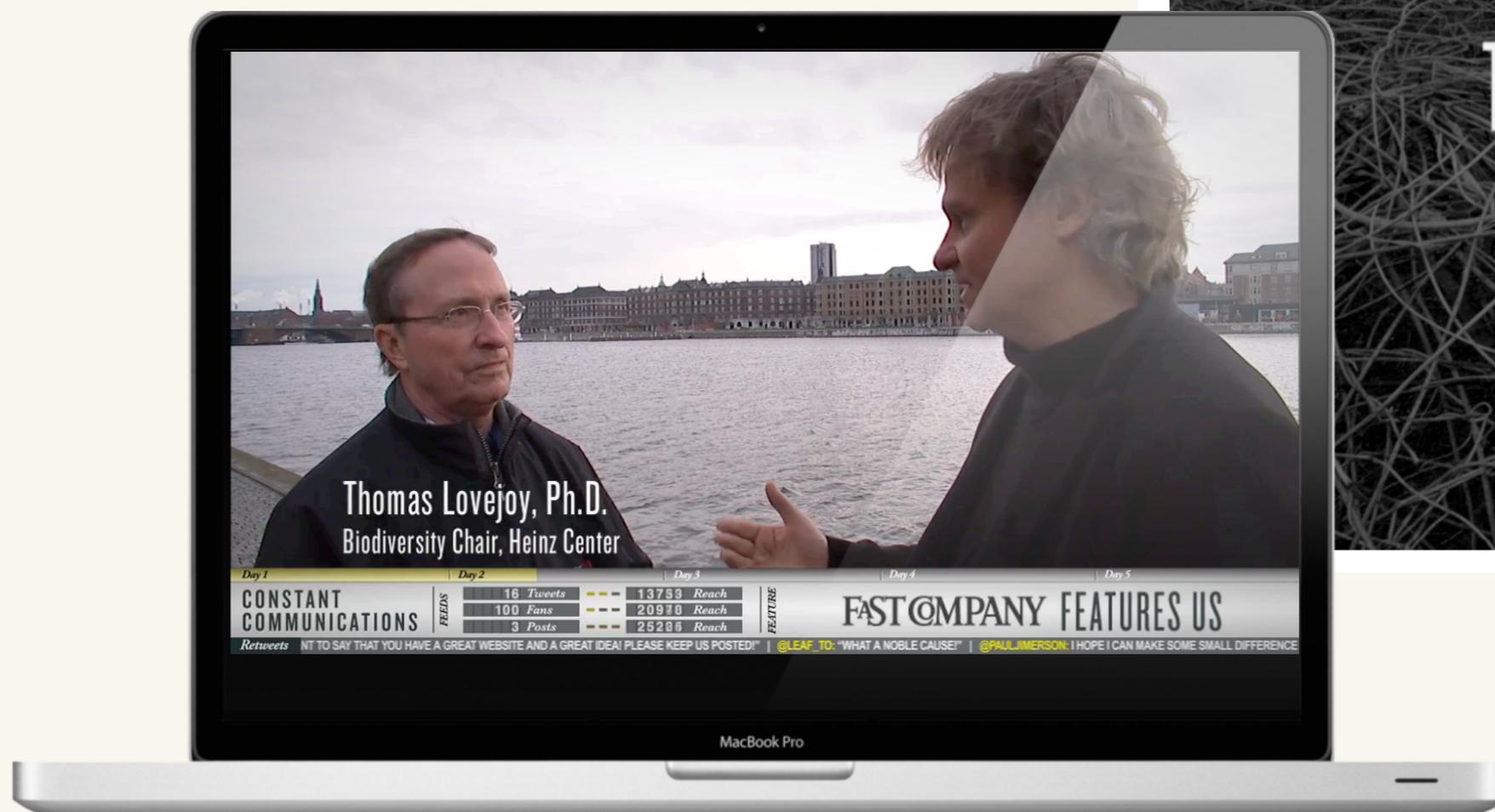
NISSAN / The Host





NISSAN / The Personal Journeys

We created **a series of interactive documentaries** that broadcast across social media and digital channels and augmented them with games and shared experiences. Truly Participatory Media.

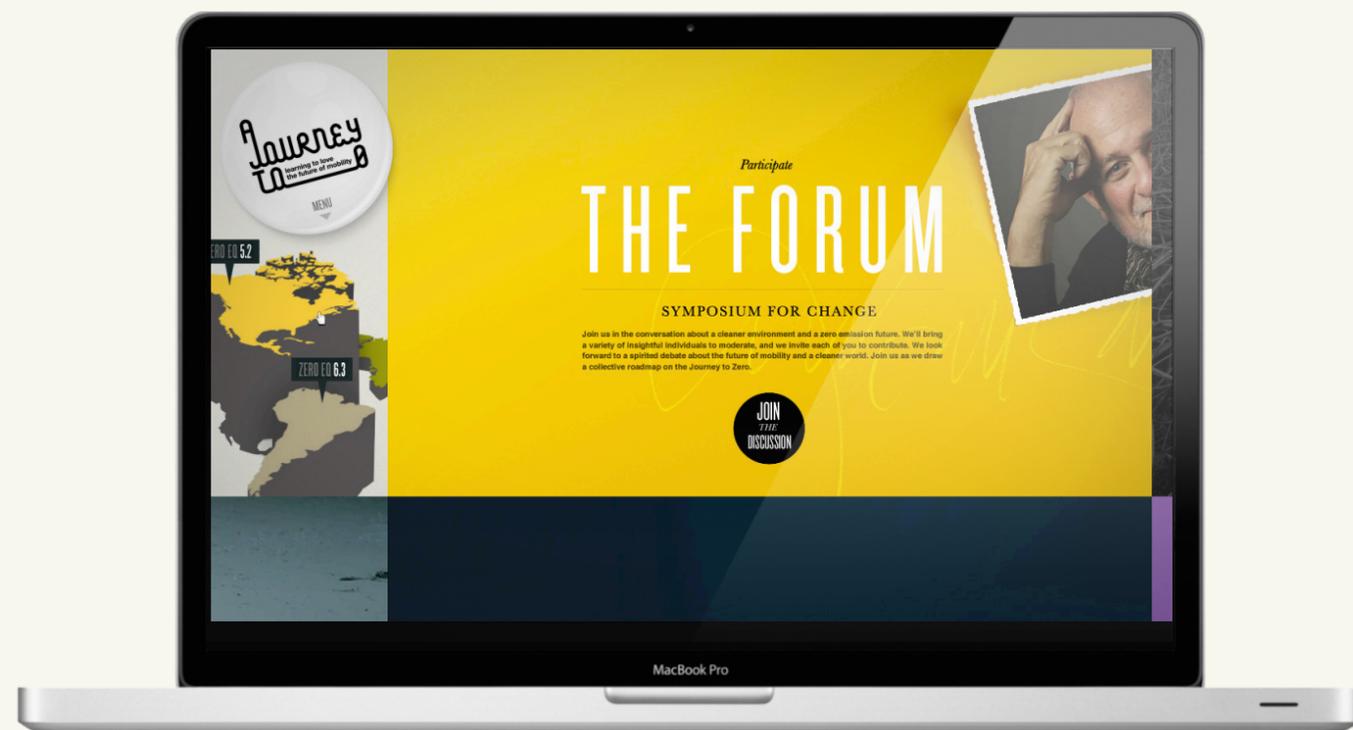


Thought leaders in design, tech, NGO's, ecology, government, entertainment, politics and academia participated. **Each thought leader would take a journey of their own.**



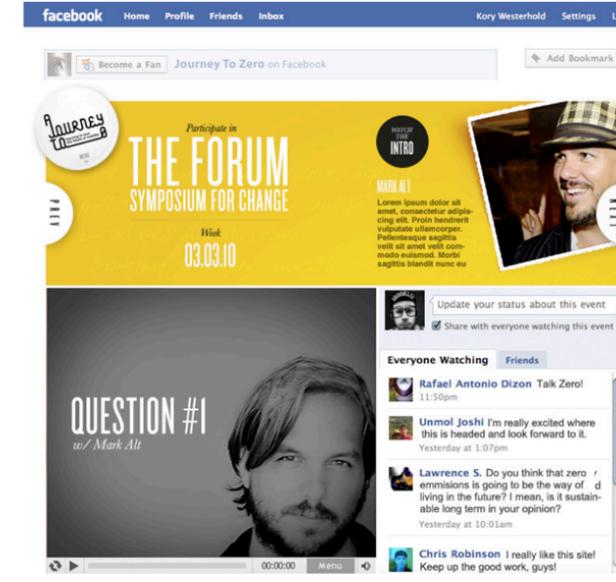
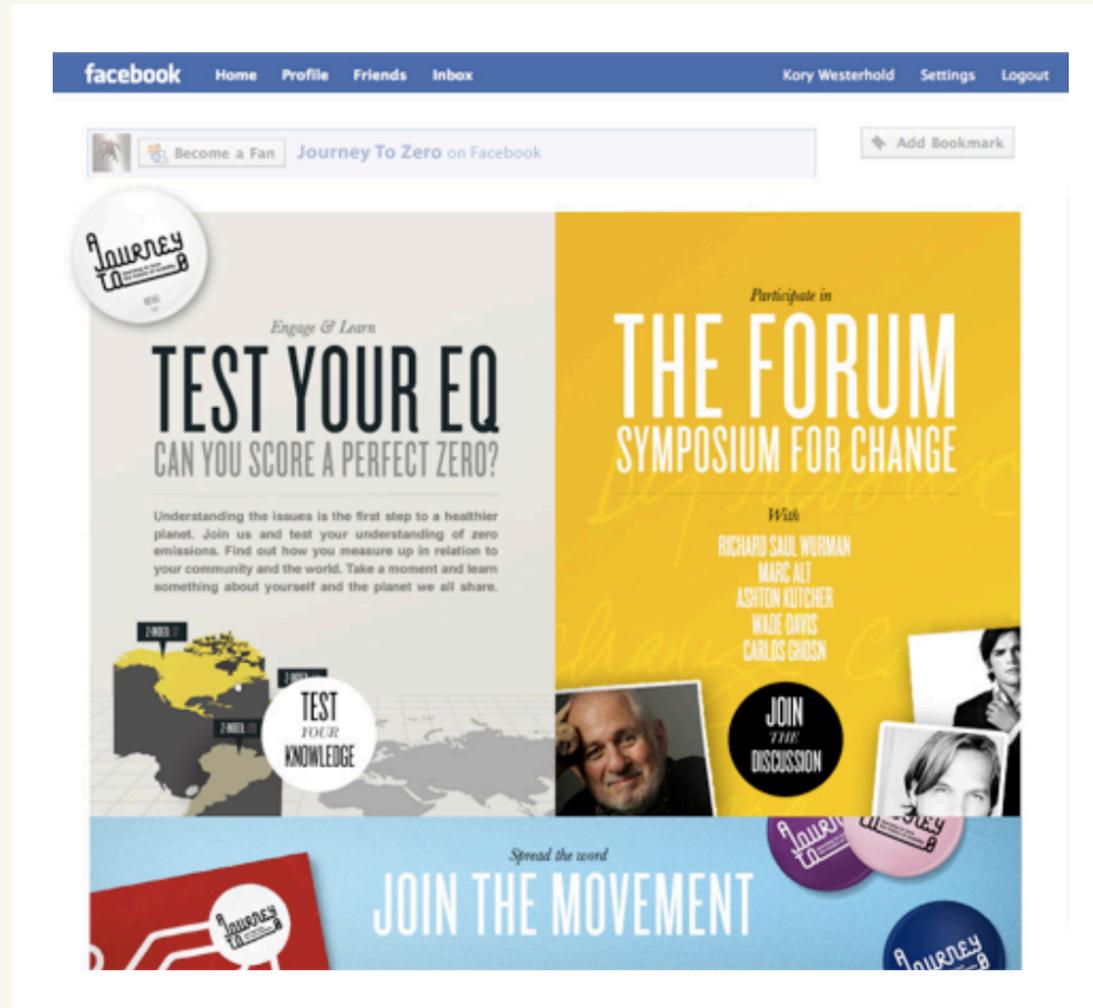
NISSAN / Engaging the Community

"Join us in the conversation about a cleaner environment and a zero emission future. We'll bring a variety of insightful individuals to moderate, and we invite each of you to contribute. We look forward to a spirited debate about the future of mobility and a cleaner world. **Help us draw a collective roadmap on the Journey to Zero.**"





NISSAN / Facebook Engagement





NISSAN / Facebook Engagement



SERVICING BRANDS GLOBALLY



PROVIDING A GLOBAL FRAMEWORK FOR L'OREAL

|| AVAS



Global Account & Strategy

SOCIALiSTIC BUILDING THE SOCIAL EXPERIENCE

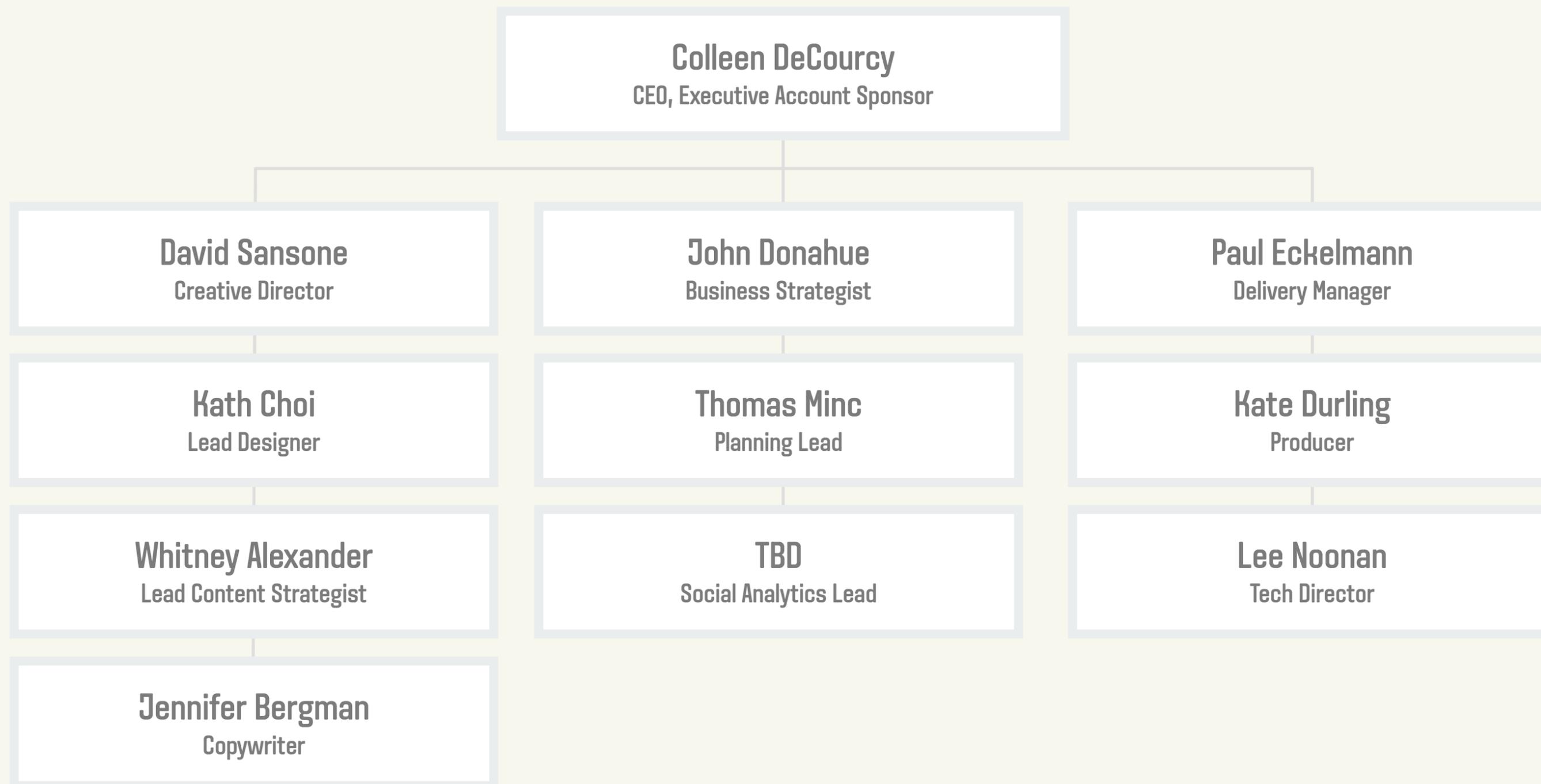


Local Market Implementation

 **EURO RSCG 4D™**



THE L'OREAL RALPH LAUREN FRAGRANCES CORE GLOBAL TEAM



A GLOBAL CASE STUDY

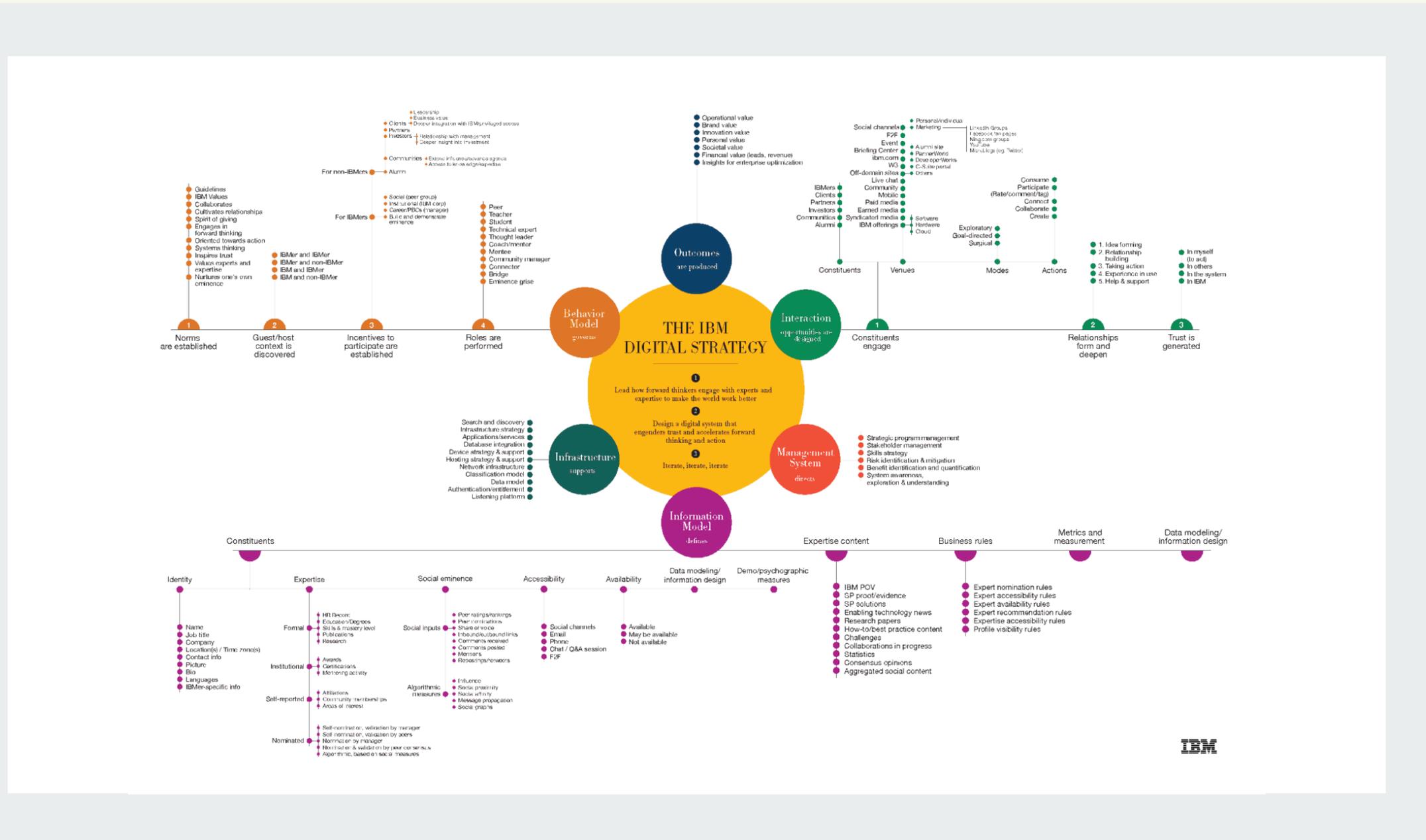


IBM AND EURO RSCG 4D - DIGITAL STRATEGY





IBM AND EURO RSCG 4D - DIGITAL STRATEGY





SOCIAL BUSINESS STRATEGY

IBM's social business strategy is to lead how forward thinkers engage with experts and expertise through designing a digital system that catalogs IBMers' expertise, manages access to them and optimizes their interactions with constituents. This engenders trust and accelerates forward thinking, action and the creation of value. By fully enabling the digital IBMer, we can systematically manage the way these social interactions connect with all parts of IBM, including the Demand System – and perform these tasks at massive scale.



SOCIAL BUSINESS STRATEGY





SOCIAL AGGREGATOR

IBM

Becoming a Social Business

Reinvent your relationships

Add your voice to the conversation by tagging your tweets with #ibmexperience, and register to include your blog posts.

Register → Log In →

Find your exceptional experience: [f](#) [t](#) [v](#) [i](#) [u](#)

All Speakers Partners

Blogs Tweets All Latest Most active

Search RSS: All, All, Newest

IBMSWNewsLetter: Going online & offline with XPages - BZMedia/IBM webcast Dec 8 @ 1 pm ET: <http://bit.ly/hJBu3A> #ibmexperience #lotusknows #is11 2:20 via [HootSuite](#)

IBMSoftware: Going online & offline with XPages - BZMedia/IBM webcast Dec 8 @ 1 pm ET: <http://bit.ly/hJBu3A> #ibmexperience #lotusknows #is11 2:20 via [HootSuite](#)

LotusBusPartner: The #ibmexperience Daily is out! <http://bit.ly/cMFMph> Top stories today by @dmbieg @IBMSoftware @Lotus_Japan @cindycheng 11:48 via [Paper.li](#)

ccasas: The #ibmexperience Daily is out - read this Twitter newspaper on <http://bit.ly/cMFMph> (7 contributions today) 11:48 via [Paper.li](#)

IBMNorthstar: Lotusphere 2011 will have all your favorites - SpeedGeeking, LS Idol, Birds-of-a-Feather, Show & Tell & more! <http://ow.ly/3jr4a> #is11... 9:59 via [HootSuite](#)

IBMNorthstar: Want a preview of Lotusphere? See the new video: <http://ow.ly/3jqrS> #is11 #lotusknows 9:47 via [HootSuite](#)

IBMNorthstar: Lotusphere 2011 early bird pricing deadline today <http://ow.ly/3jpgl> #is11 #lotusknows 9:19 via [HootSuite](#)

Featured Welcome

Becoming a Social Business

This site provides real-time updates of all social activity related to becoming a social business, and reinventing relationships through exceptional web and work experiences. To join the conversation, tweet using hashtag #ibmexperience.

Register to share your social channels and include your blog posts →

Photos Videos Livestream

Enterprise 2.0 Conferenc... Previous Next

Trending topics Conversation leaders

business email collaboration web content

IBM lotusknows

Project Northstar websphere mobile lotuseducation

suite smarterplanet social

socbiz social business

LotusKnows

IBM

Lotusphere2011

Add your voice to the conversation. Tag your tweets #LS11 or #lotusknows and register to include your blog posts.

Register → Log In →

Find IBM Lotusphere: [f](#) [t](#) [v](#) [i](#) [u](#)

All Speakers Partners

Blogs Tweets All Latest Most active

Search RSS: All, All, Newest

the_schwartz: Wondering if anyone knows if accept/reject for abstracts for #LS11 biz dev track have gone out yet? I have not heard yet on mine. 3:01 via [TweetDeck](#)

tweetedance: RT @bocurran: Looking to become a social business? Come to Lotusphere and see how. Early bird savings ends Dec 4 <http://bit.ly/ls2011> #LS11 #lotusknows 2:58 via [TweetDeck](#)

ibanks: Register today (or tomorrow) to save on Lotusphere 2011 -- Early bird savings ends Dec 4 <http://bit.ly/ls2011> #LS11 #lotusknows 2:57 via [web](#)

ibmexperience: Looking to become a social business? Come to Lotusphere and see how. Early bird savings ends Dec 4 <http://bit.ly/ls2011> #LS11 #lotusknows 2:57 via [TweetDeck](#)

DoingMoreLess: Looking to become a social business? Come to Lotusphere and see how. Early bird savings ends Dec 4 <http://bit.ly/ls2011> #LS11 #lotusknows 2:57 via [TweetDeck](#)

IBMCollab: Looking to become a social business? Come to Lotusphere and see how. Early bird savings ends Dec 4 <http://bit.ly/ls2011> #LS11 #lotusknows 2:57 via [TweetDeck](#)

LotusRocks: Looking to become a social business? Come to Lotusphere

Featured Pails Welcome

The Official Lotus Knows Blog
Jacques Pavlenyi
11/09/10
By Kristen Lauria Vice President Marketing IBM Collaboration Solutions On Monday November 8, IBM announced new software and services that will help organizations become social businesses. Less than a day old, and the news has already been covered in ... [Read the whole story](#)

Photos Videos Livestream

Lotusphere 2011 Previous Next

Lotusphere2011

IBM Software

Lotus knows where you'll want to be next January.

Walt Disney World Swan and Dolphin Resort
January 30 - February 3, Orlando, FL, USA

Trending topics Conversation leaders

software DB2 mainframe systemz domino

business lotuslive smarterplanet portal

ibmpartner cloud e2conf groundswell ibmrational

web connections collaboration blogs websphere

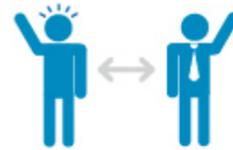
IBM ibmdW ibminnovate lotus people ibmsym

2011 **IBMPartners** lodgc baforum



EXPERT RELATIONSHIP MANAGEMENT

Internal



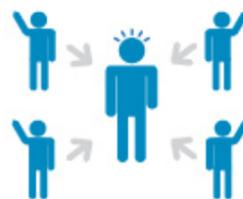
Self-nomination, approval by manager



Self-nomination, validation by peers



Nomination by manager



Nomination by peer consensus

External



Identification via social listening studies



Identification via social eminence measures



Nomination by IBMer



SURFACING EXPERTS



IBM JAMS PLATFORM

Welcome Mr. Samuel J. Palmisano | Messages (XX) | Jam time left: 15:32:36 | Search

GLOBAL ECO EFFICIENCY JAM | YOUR JAM | FORUMS | CHAT

Welcome to the Jam

Discussion forums

- Build for change
- The planet and its people
- Built for innovation
- Customers as partners
- Mitigating risk
- Empowering people
- Globally integrated
- Increasing agility
- Smarter planet

Your network

Your content

Ideas

Jam thomas

Brought you by IBM | About the Jam | FAQs | Jam Rules | Feedback | Sign out

Sponsored by:

Welcome Mr. Samuel J. Palmisano | Messages (XX) | Jam Time Left: 15:32:36 | Search

GLOBAL ECO EFFICIENCY JAM | YOUR JAM | FORUMS | CHAT

Forums > Call to action: Take a risk > Data is king

Sample A Sample

66 Data is king 3:15 PM GMT July 26, 2010

Rafal Bronkowsk

Meredith Sample

Shannon Sample

Kevin Sample

Brian Sample

Brought you by IBM | About the Jam | FAQs | Jam Rules | Feedback | Sign out

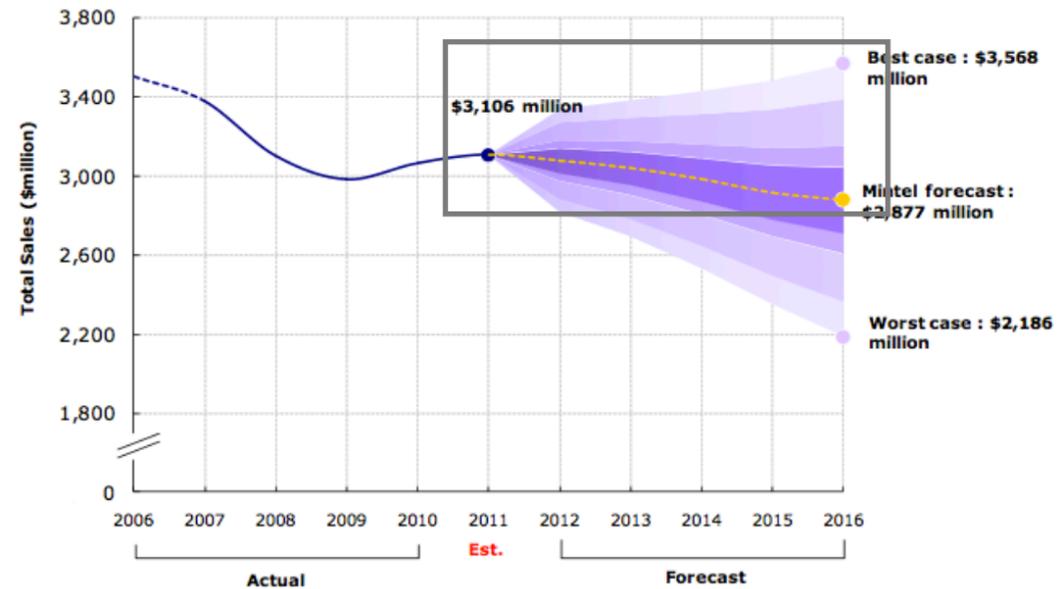
Sponsored by:

BIG PONY COLLECTION
THE BRIEF RESPONSE

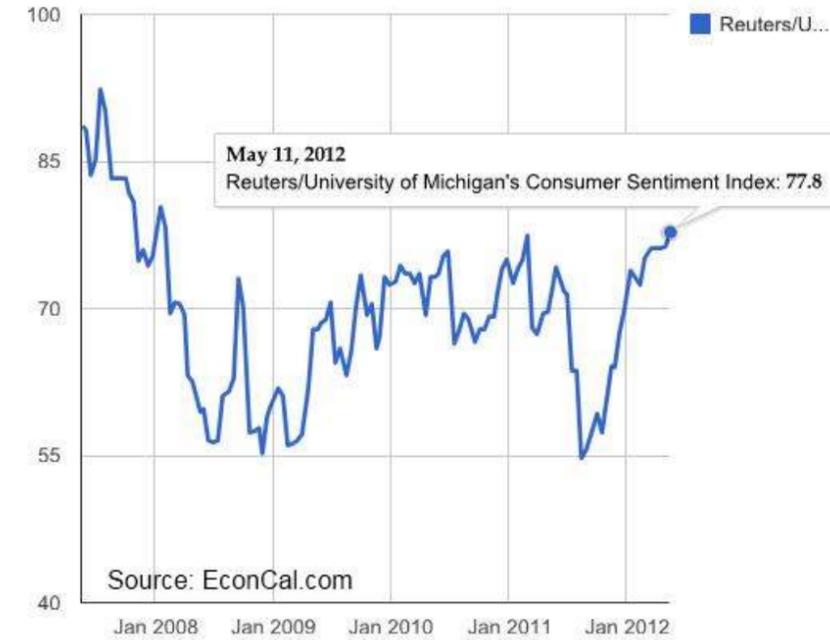


A BLURRY FORECAST FOR THE FRAGRANCE INDUSTRY

FIGURE 4: FDMx SALES AND FAN CHART FORECAST OF MARKET, AT CURRENT PRICES, 2006-16



SOURCE: MINTEL



Source: EconCal.com

Thanks to rising consumer confidence, the growth of men as fragrance consumers, increased promotional activities and new product launches the fragrance industry was able to grow in 2011.

Though it has been a tough road, consumer confidence has undergone an exceptional growth in the past months, reaching a 4-year high. Closely related to it, **the fragrance industry has an opportunity for growth in the next few years.**



MAKING THE INDUSTRY TRENDS WORK FOR BIG PONY COLLECTION

THE HOLLYWOOD HRMPF

Celebrity fragrances
moving beyond the typical celebrity spokes model strategy.

Celebrities can boost a product's sale, garnering attention and using the added benefit of the built-in fan base.



The trend is not sustainable as shorter life spans of celebrity brands create shorter product cycles.



Big Pony uses a culturally relevant band, passion driven icons of sport and lifestyle, and most importantly the "brand" as the celebrity.

STATUS & DESIGN

Innovative packaging
designs mimicking brands' images.

Smart packaging can turn a fragrance into a status badge for consumers.



Many brands went too far in creating overcomplicated packaging.



Big Pony brings Ralph Lauren to life elegantly through the simple design of a sleek bottle.



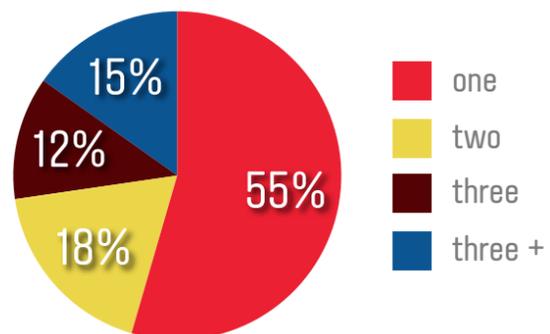
MAKING THE CONSUMER TRENDS WORK FOR BIG PONY COLLECTION

LOYALTY CRISIS

Consumers do not remain loyal to a single brand.
They vary between products and switch brands more often.

Consumers owning several products create additional sales opportunities.

If a product is not top of mind as a consumer's first choice, it will be scarcely used and never renewed.



Multidimensional, Big Pony launched a product for all moods and lifestyles, answering every consumer needs.

GENDER BENDER

Men fragrances sales have surpassed women sales in 2010 and 2011 for the first time.

As men begin to spray fragrance earlier we are seeing the emergence of a new potential feeder segment.

Lower price point products like body sprays increase competition in the industry.



With Big Pony male and female products Ralph Lauren taps into the ability to shift to a true fragrance band.

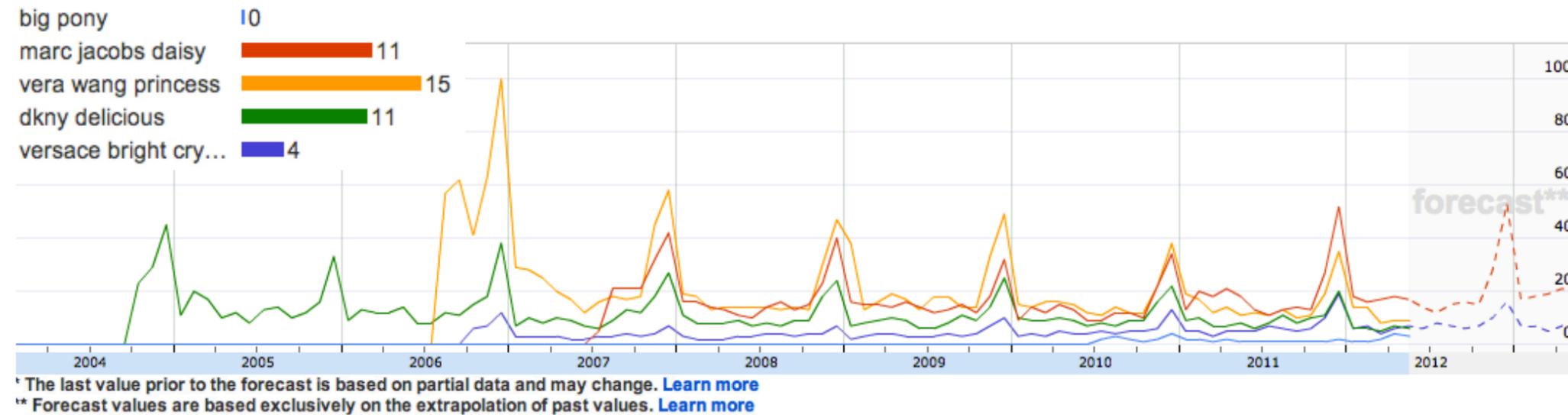


AN OPPORTUNISTIC POSITION IN THE MARKET





BIG PONY WAS UNABLE TO BREAK THROUGH THE CLUTTER

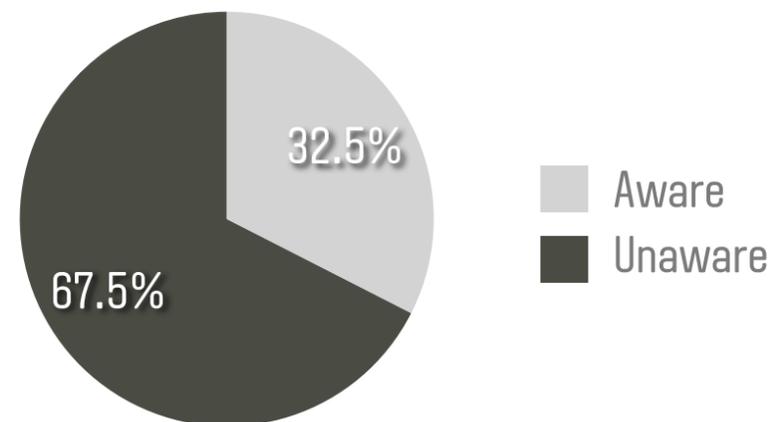


Each fragrance in our benchmark benefited from a strong initial boost which kept search results on a steady level.

Two years ago, the launch of Ralph Lauren Big Pony did not result in any important search level.

RALPH LAUREN BIG PONY AWARENESS

In consequence, The Big Pony Collection suffers from low awareness at only 33%





THE CLUTTER - COMPETITIVE COMMUNICATION AUDIT OVERVIEW

		BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	TECH
Burberry / Brit	2.61	3.00	2.75	3.25	3.25	1.25	2.83	2.00
Gucci / Guilty	2.51	3.00	3.00	2.75	3.00	1.25	2.58	2.00
Axe	2.50	2.75	2.50	2.75	3.00	2.50	2.00	2.00
Dior / Ms.Doir	2.26	3.00	3.00	3.00	3.25	0.25	2.33	2.00
Ralph Lauren / Big Pony	1.57	2.50	1.50	2.00	1.25	0.50	1.75	1.50
Escada / Summer	1.54	2.50	1.50	1.75	0.75	1.25	1.5	1.50
Versace / Bright Crystal	1.26	2.75	2.00	1.25	0.25	0.50	0.58	1.50
Marc Jacobs / Daisy	0.71	1.00	0.75	0.50	0.00	0.75	1.00	1.00
vera Wang / Princess	0.65	1.00	0.50	1.25	0.00	0.50	0.58	0.75

In summary Ralph Lauren is falling in the middle of the pack in the competitive audit, they are not failing nor are they doing anything outstanding. The main take away is that they are relying on the legacy branding to carry across their message. There is no sense they are pushing technology or content development to help improve the holistic experience with fragrances and reach out to their core audience. One area for easy improvement is Social Integration, there is a lot of effort put into their social platforms but they are not elevated cross platform and almost no presence on the web-site. Also there is a lack of interesting content on their Facebook and Youtube pages, much better job done with their dedicated Twitter feed.



OVERVIEW

BRAND: Burberry, Gucci and Dior all scored top marks for having a consistent branding on all platforms.

DESIGN: Gucci + Dior score the highest. Dior not only for tight overall execution but for use of highly designed videos to carry brand message. Gucci for an excellent Facebook campaign and an experience that runs seamless from platform to platform.

TONE: Burberry nails it. They manage to speak to a male and female audience, no call outs to celebrities + utilize the heritage of popular British music of times past to be of the moment but still have a cultural legacy.

MERCHANTAINMENT: Burberry + Dior are the top scorers. Burberry for tapping into the music market and spinning it off in a multitude of variations for different products. Dior stands out for the focus on video to push brand story and experience.

SOCIAL INTEGRATION: Axe is best in class, they have their social media platforms, front and center at all times but not obnoxiously so. Case in point, links to Facebook, Twitter + Youtube platforms from the home page of the website.

SOCIAL AGGREGATED: Burberry is best in class which is due primarily to sourcing and producing relevant content.

TECH: Dior + Burberry score well for having slick DHTML interfaces, Axe for giving a nod to gaming vis-a-vis their target audience + Gucci for having the best stand-alone Facebook application.



SOLVING THE 4 KEY CHALLENGES

Challenges

CREATE AWARENESS THROUGH ACCESSIBILITY

CREATE LOYALTY THROUGH DYNAMISM

CONNECT DIGITALLY TO PURCHASE DRIVERS

DRIVE DAILY RELEVANCE AND STAY TOP OF MIND



IN LINE WITH THE BRAND, BIG PONY IS A LIFESTYLE PRODUCT...



"A chief reason behind Ralph Lauren's success is that what he sells is far more seductive to consumers than any particular product because he sells a lifestyle."



"Contemporary life is an exciting, colorful multidimensional adventure for a confident young woman. She can no longer be defined by a single aspect of her life. [...] A new generation of women is leading the way and now they have a fragrance collection to call their own."

FROM A BRAND...

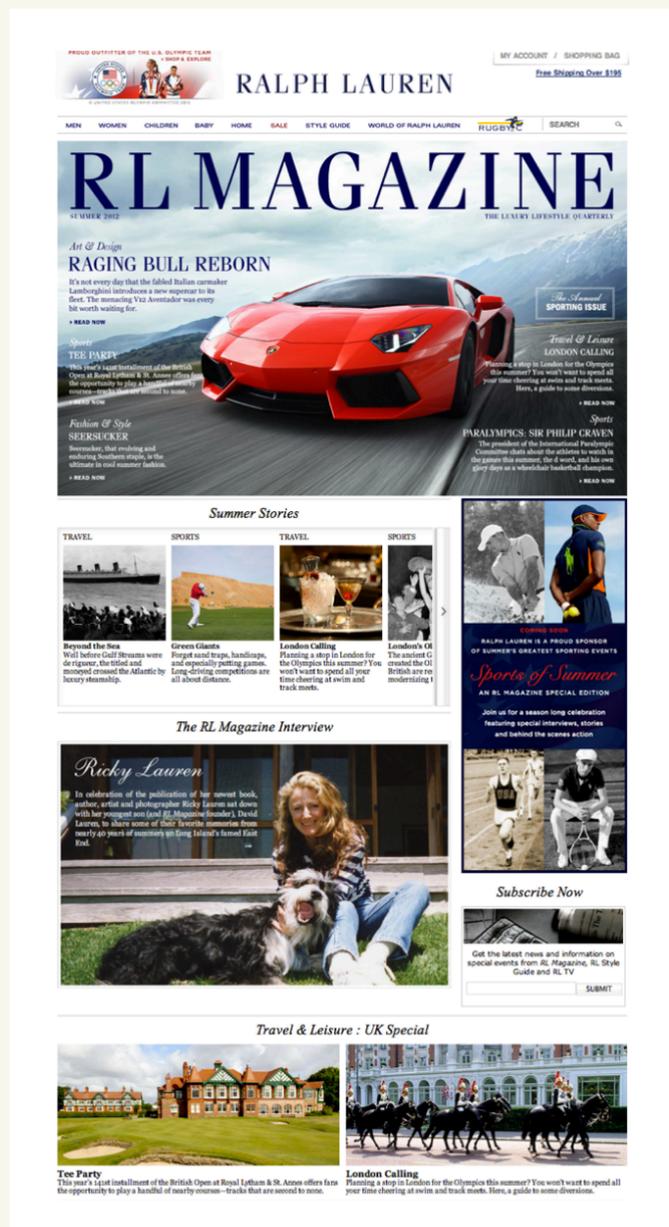


... TO A PRODUCT





THE "MERCHANTAINMENT" SOCIAL COMMUNICATION MODEL



"'MERCHANTAINMENT' IS THE SEAMLESS BLENDING OF MERCHANDISING AND ENTERTAINMENT"

DAVID LAUREN

As a communication model, 'merchantainment' is the process of creating an immersive experience that merges the brand's offerings with the brand promise, while integrating a textural and emotional narrative that aligns the brand with the consumer's aspirations.



THE BIG PONY GENDER PERSONALITY PROFILES

Big Pony is about a right product for every young Ralph Lauren consumer and all of their moods. It is about the lifestyle of each gender, their social lives, their peers and activities.



Sporty
Seductive
Adventurous
Energy

**A fragrance for everyone
& for every occasion**

Sporty
Sensual
Free-spirited
Stylish



THE "GAMES OF GENDER" STRATEGY FRAMEWORK



Ralph Lauren Big Pony embodies social dynamics among young adults.

Big Pony is their partner as they get defined by their place within their group and in interaction with the opposite gender.

GAMES

Playful
Dynamic
Competitive

OF

Within
Between
Against

GENDER

Seduction
Cliques
Belonging

THE WORK



IT'S ALL ABOUT LIFESTYLE AND BELONGING



Big Pony is a right of passage to the Ralph Lauren lifestyle.

It's one of the cultural signifiers of "belonging" and the "games of gender". This audience is ALL about identifying and belonging.

WE DESIGNED A PROGRAM THAT WILL:

1. Introduce them to the lifestyle in an entertaining and social way.
2. Give them the keys to belonging and "graduate" them in.
3. Create a shareable, slightly fantasy-like, narrative of what it means to be "Big Pony" in the larger context of Ralph Lauren.
4. Facilitate POE (point of engagement) purchase throughout our story.



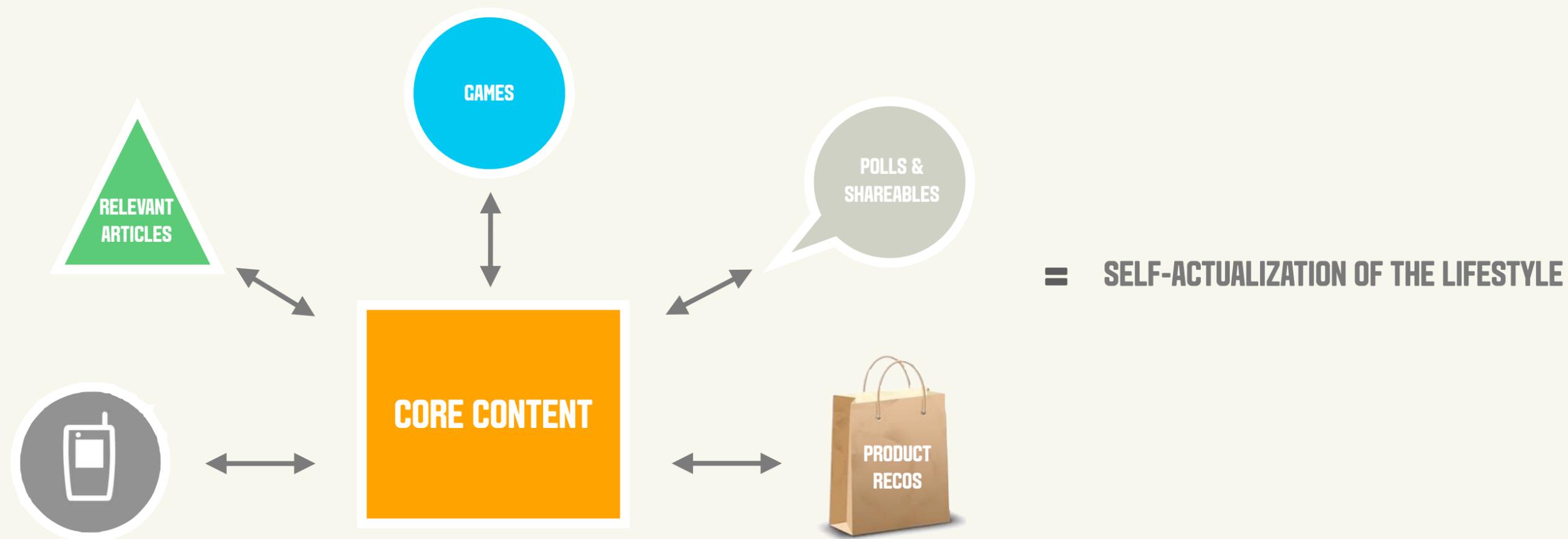
BRAND PUBLISHING AS THE FRAMEWORK FOR OUR PROGRAM

Content Is The Killer Engagement Model

BUT... **Social objects are the tumblers of interaction with that content.**

The content must be unique to the brand and from a POV that is relevant and distinct.

The interactions should be small and multiple, adding up to a sustained relationship over time.





THE BRAND NARRATIVE

RALPH LAUREN

THE BIG PONY FRAGRANCE COLLECTION



EPISODE 1

SUMMER IN SWAN COVE

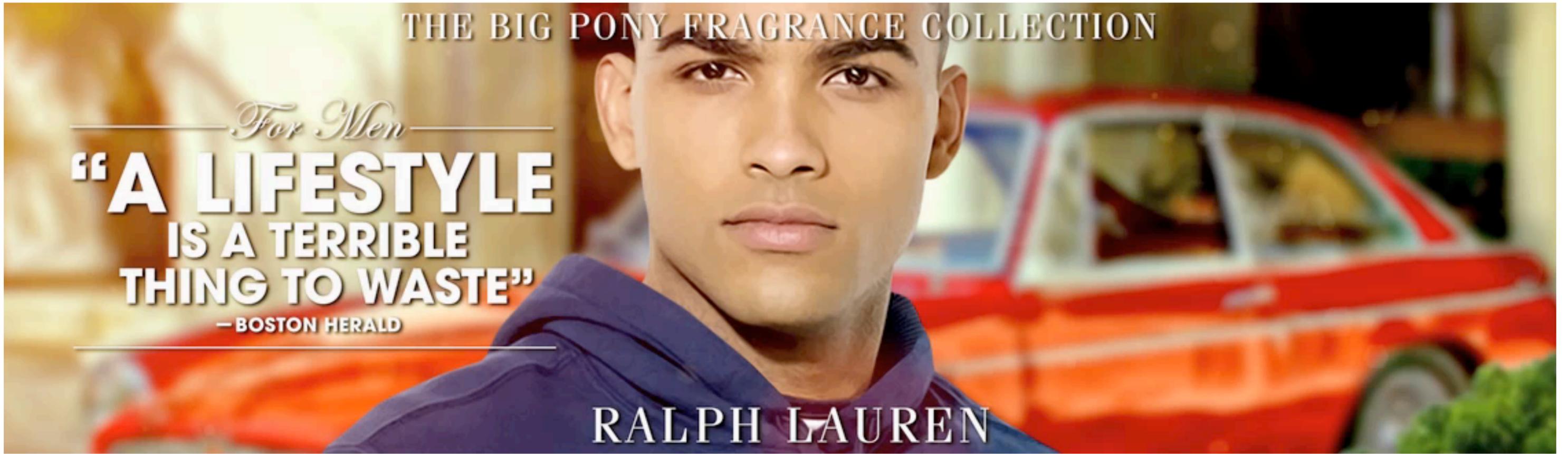
Lifestyle and product archetypes shown through a telenovela

Welcome to Swan Cove; a distinguished seaside community populated by a diverse group of prestigious residents with old-fashioned American values and traditions. The tony, picturesque village is inhabited by a tight-knit group of extremely attractive, athletic, and affluent families. A private beach club lines the sandy shores, and a lush country club with exquisite polo fields is where the community gathers on weekends for exclusive, highly competitive matches. This is a town in which everyone's parents board horses, everyone's parents rowed crew in college, and everyone owns at least two monogrammed cashmere sweaters.

And of course, in a town where everyone knows everyone, secrets never remain secret for long.



“BANNER ADS”



"BANNER ADS"



“BANNER ADS”

THE BIG PONY FRAGRANCE COLLECTION

For Men

**“A LIFESTYLE
IS A TERRIBLE
THING TO WASTE”**

— BOSTON HERALD

RALPH LAUREN

The banner features a close-up portrait of a young man with dark hair and light eyes, wearing a white shirt. The background is a soft-focus outdoor scene with green foliage and a blue structure. The text is overlaid on the left side of the image.

“BANNER ADS”



INTEGRATING BIG PONY INTO THE TELENVELA

SCRIPT EPISODE 1

SCENE D

EXT. POLO STABLES --- AFTERNOON --- SUMMER

CLOSE UP on the navy blue RL POLO logo. We pull back to reveal that the logo has been printed on a creamy ivory envelope, which is in the hands of handsome and athletic DAVID, 21. David and his friend SAM, who is equally handsome but in more of a rugged way. Sam has in his hands an identical unopened envelope to that which is in David's hands. It's warm and sunny in the late afternoon outside the stables, where the young men, in stylish casual clothes, are surrounded by ponies in stalls. Leather saddles hang from a rack in the background. Both David and Sam smile anxiously.

DAVID
Open yours first.

SAM
No way. You open yours first.

DAVID
All right, we open them together. On the count of three. One, two-

SAM
Wait.

Sam's smile fades as he grows more serious.

SAM (cont'd)
Look, man. I know how important this is to you. If you've been accepted and I didn't make the cut, it's cool. I wouldn't want you to turn down a chance to do this out of guilt.

DAVID

In essence the telenovela is a "Choose Your Adventure" interactive video that will play out in three installments.

At the start the user chooses a character to follow, already starting to self identify with one character over another. From that point the story unfolds, driven by key decision points throughout the narrative arc.

The decision points can either be implicitly driven by Big Pony product choices or more subtly by mood selections that reflect the essence of the varieties of Big Pony product offering (e.g. stylish, seductive, sporty, etc.).

The further the user engages with the piece the closer they move to determining the fate of Swan Cove.



AMPLIFICATION OF THE STORY / Frictionless Sharing



PARTICIPATORY MEDIA

facebook

Email or Phone Password [Log In](#)

Keep me logged in [Forgot your password?](#)

Ralph Lauren Big Pony Like

FOLLOW: | SHARE:

RALPH LAUREN

THE BIG PONY FRAGRANCE COLLECTION



THE FOUNDATION HEARTS & THRONES

EPISODE 1 SUMMER IN SWAN COVE

A private beach club lines the sandy shores, and a lush country club with exquisite polo fields is where the community gathers on weekends for exclusive, highly competitive matches. And of course, in a town where everyone knows everyone, secrets never remain secret for long

DRAMATIS PERSONAE



facebook

Ralph Lauren Big Pony Like

FOLLOW: | SHARE:

RALPH LAUREN

THE BIG PONY FRAGRANCE COLLECTION

EPISODE 1
SUMMER IN SWAN COVE

A private beach club lines the sandy shores, and a lush country club with exquisite polo fields is where the community gathers on weekends for exclusive, highly competitive matches. And of course, in a town where everyone knows everyone, secrets never remain secret for long

DRAMATIS PERSONAE

THE LEGEND

- BEST FRIENDS
- HAS CRUSH ON
- ARCHENEMES
- BOYFRIEND & GIRLFRIEND
- SECRETLY INVOLVED
- BROTHER & SISTER

PLAY A GAME

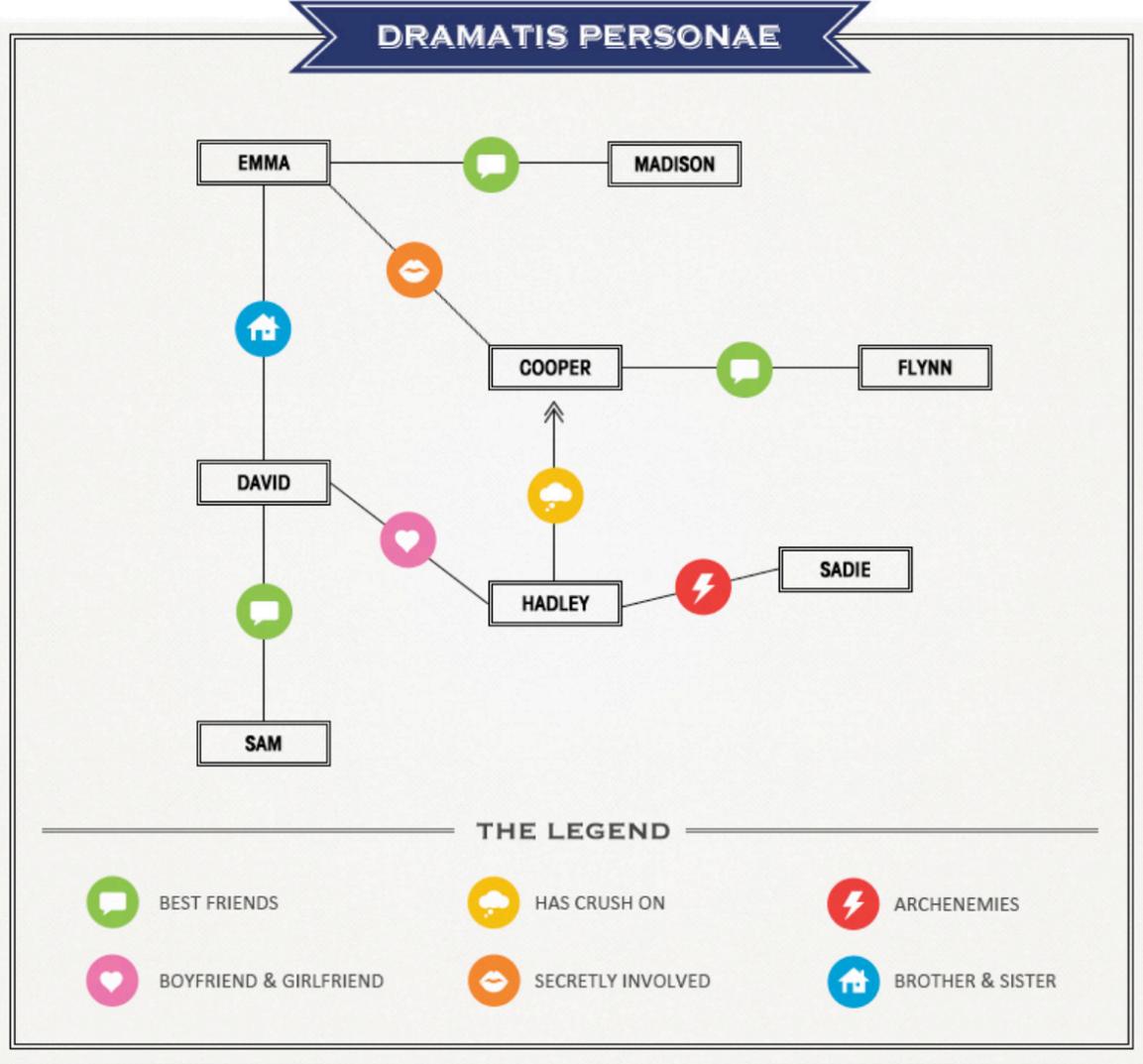
MONOGRAM **MM** MADNESS

RIGHT PLACE. RIGHT TIME.

Available on the App Store

BEHIND THE SCENES

PARTICIPATORY MEDIA



facebook

Ralph Lauren - Big Pony

FOLLOW: | SHARE: | Like

RALPH LAUREN

THE BIG PONY FRAGRANCE COLLECTION

THE FOUNDATION

HEARTS & THROVES

EPISODE 1
SUMMER IN SWAN COVE

A private beach club lines the sandy shores, and a lush country club with equipture polo fields is where the community gathers on weekends for exclusive, highly competitive matches. And of course, in a town where everyone knows everyone, secrets never remain secret for long.

DRAMATIS PERSONAE

EMMA — MADISON (Best Friends)
 EMMA — COOPER (Secretly Involved)
 EMMA — DAVID (Brother & Sister)
 MADISON — COOPER (Best Friends)
 COOPER — FLYNN (Best Friends)
 DAVID — HADLEY (Boyfriend & Girlfriend)
 HADLEY — COOPER (Has Crush On)
 HADLEY — SADIE (ArchEnemies)
 DAVID — SAM (Best Friends)

THE LEGEND

- BEST FRIENDS
- BOYFRIEND & GIRLFRIEND
- HAS CRUSH ON
- SECRETLY INVOLVED
- ARCHENEMIES
- BROTHER & SISTER

PLAY A GAME

MONOGRAM **MM** MADNESS

PLAY NOW

RIGHT PLACE. RIGHT TIME.

Available on the App Store

BEHIND THE SCENES

PARTICIPATORY MEDIA



MOBILE APP

RIGHT PLACE. RIGHT TIME.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum

Available on the iPhone
App Store

BEHIND THE SCENES

facebook

Ralph Lauren - Big Pony

FOLLOW: [Facebook icon] [Twitter icon] [Google+ icon] | SHARE: [Facebook icon] [Twitter icon]

RALPH LAUREN

THE BIG PONY FRAGRANCE COLLECTION

EPISODE 1
SUMMER IN SWAN COVE

A private beach club lines the sandy shores, and a lush country club with equipture polo fields is where the community gathers on weekends for exclusive, highly competitive matches. And of course, in a town where everyone knows everyone, secrets never remain secret for long.

DRAMATIS PERSONAE

THE LEGEND

- Green circle: BEST FRIENDS
- Yellow circle: HAS CRUSH ON
- Red lightning bolt: ARCHENEMIES
- Pink circle: BOYFRIEND & GIRLFRIEND
- Orange circle: SECRETLY INVOLVED
- Blue circle: BROTHER & SISTER

MONOGRAM MM **MADNESS**

MOBILE APP

RIGHT PLACE. RIGHT TIME.

Available on the iPhone
App Store

BEHIND THE SCENES

facebook

Email or Phone Password Log In

Keep me logged in Forgot your password?

Ralph Lauren Games Like

FOLLOW: [Facebook] [Twitter] [YouTube] | SHARE: [Facebook] [Twitter]

RALPH LAUREN

THE BIG PONY FRAGRANCE COLLECTION



MONOGRAM MM MADNESS

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

▶ START NOW

facebook

Email or Phone Password Log In

Keep me logged in Forgot your password?

Ralph Lauren Games Like

FOLLOW: [Facebook] [Twitter] [YouTube] | SHARE: [Facebook] [Twitter]

RALPH LAUREN

THE BIG PONY FRAGRANCE COLLECTION



MONOGRAM MM MADNESS

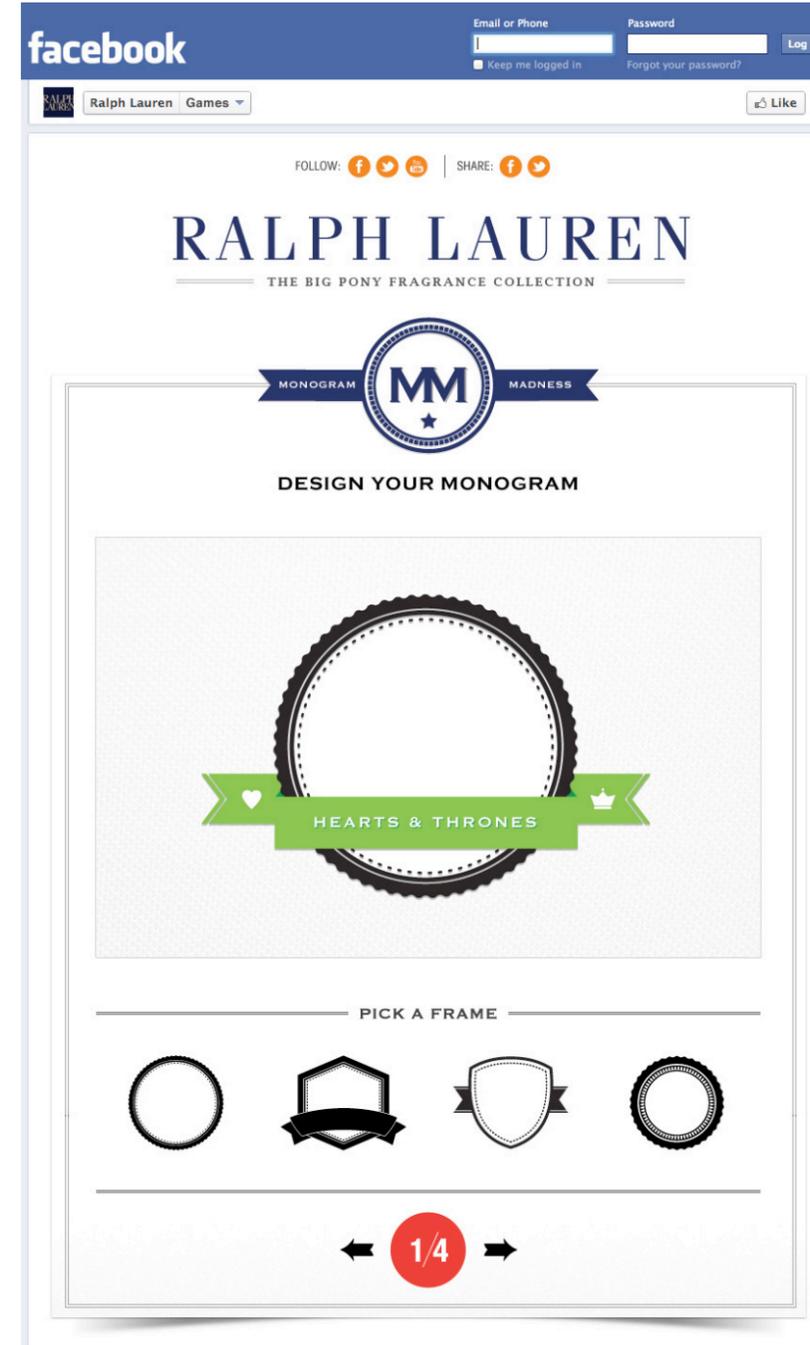
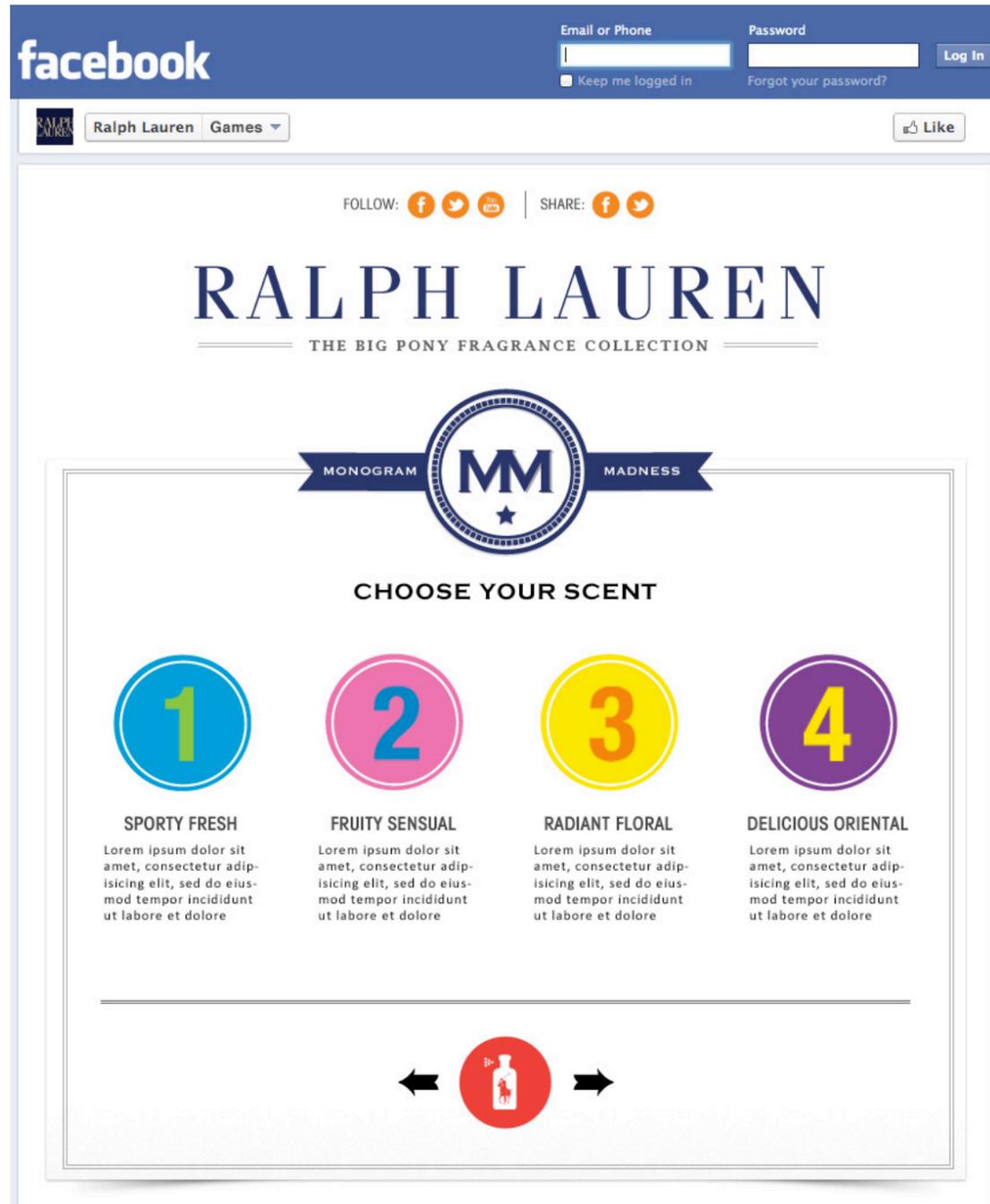
CHOOSE YOUR GENDER

W WOMAN M MAN

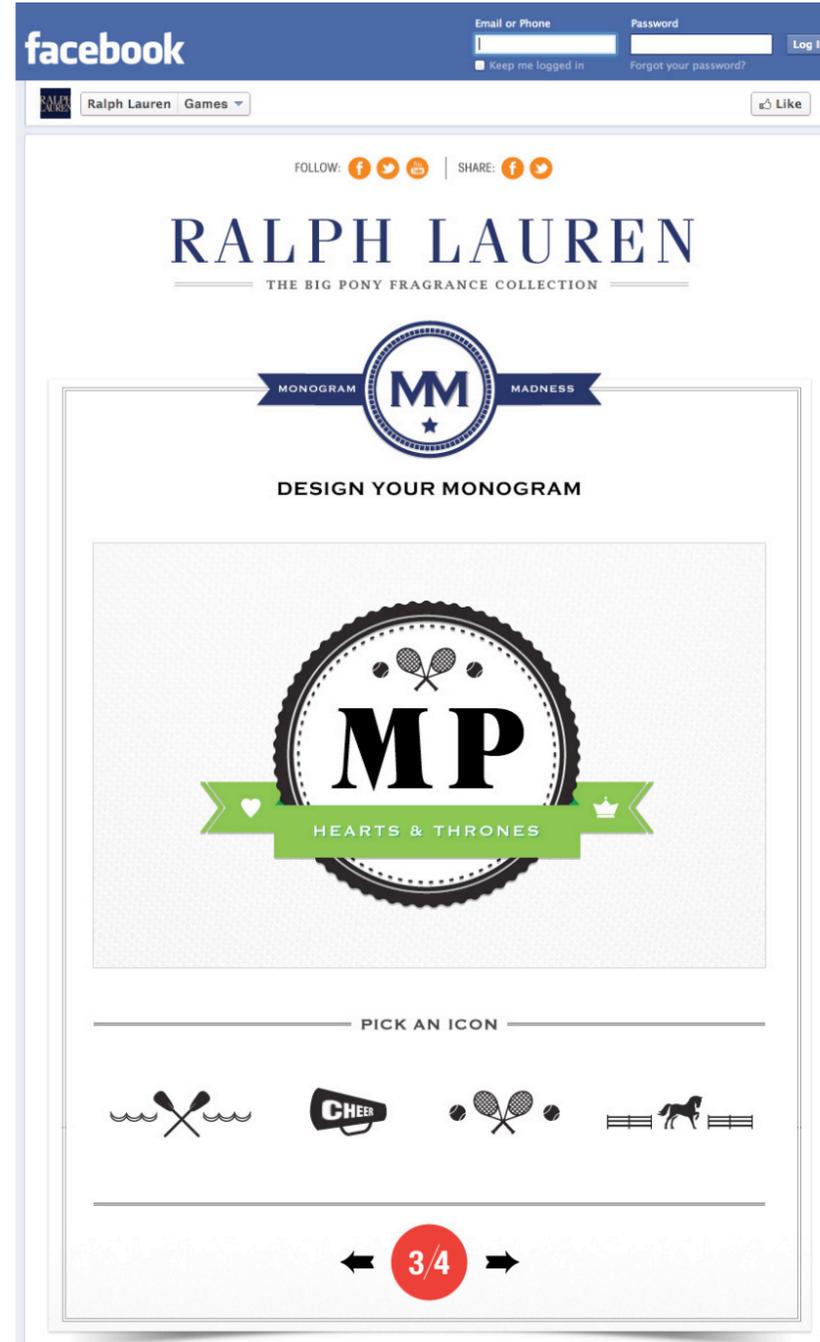


← [Gender icons] →

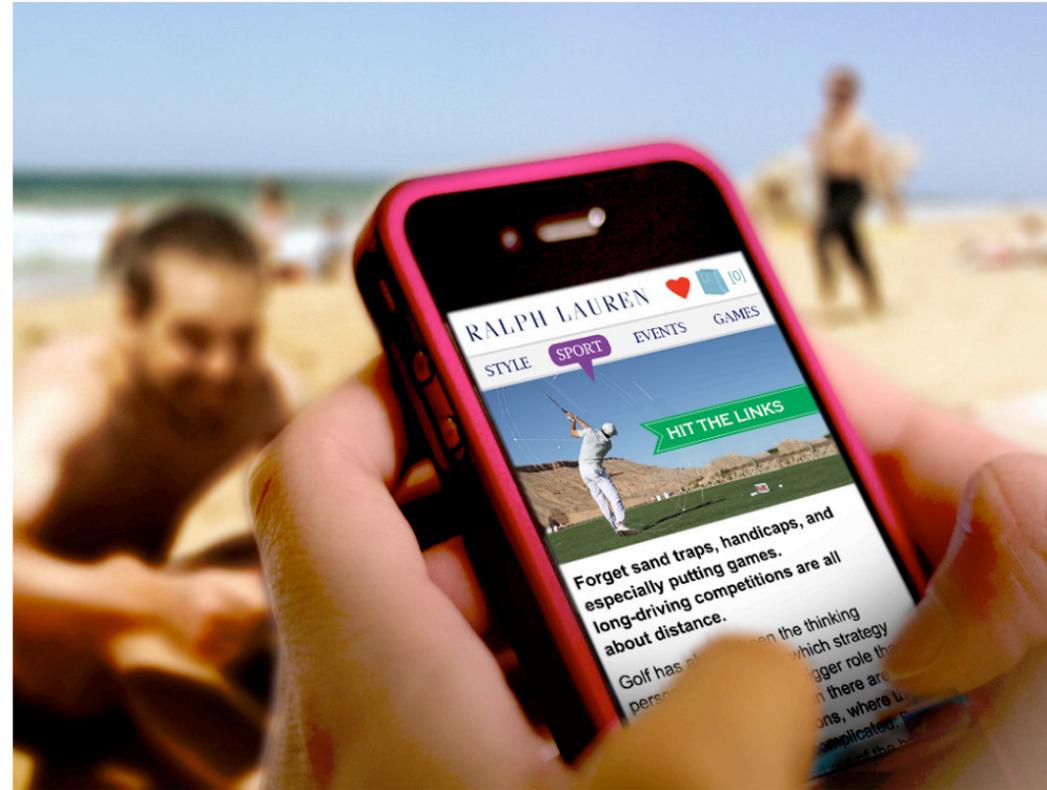
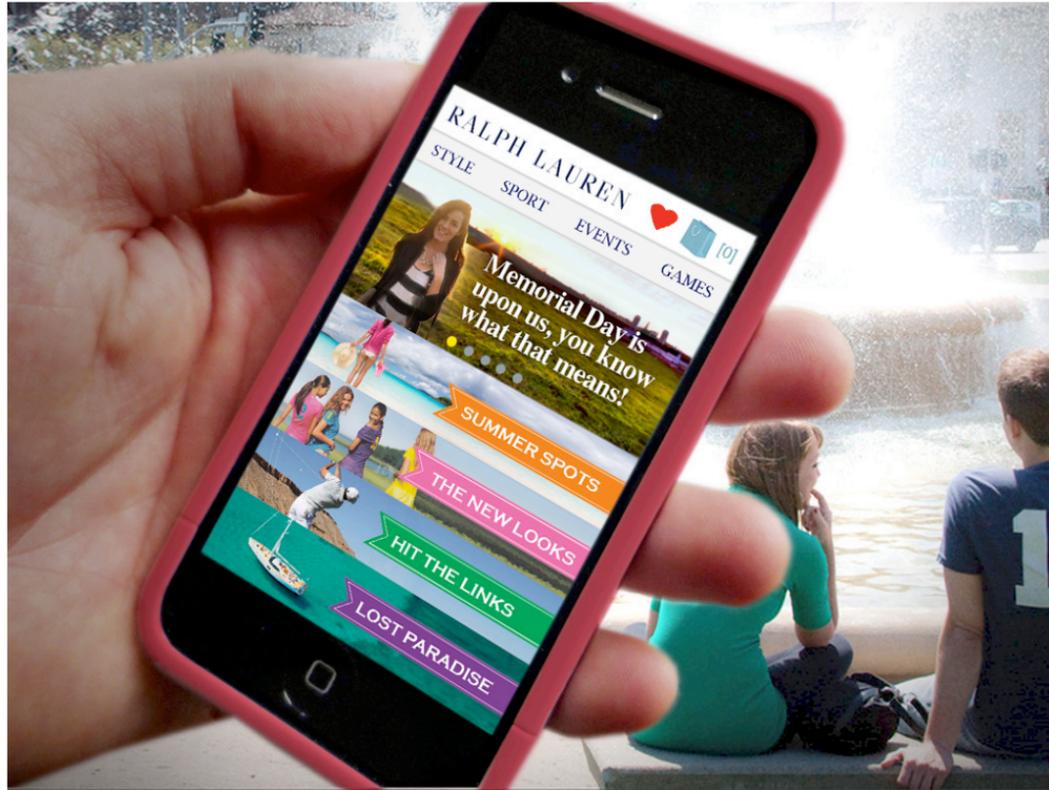
SOCIAL TUMBLERS: MONOGRAM MADNESS



SOCIAL TUMBLERS: MONOGRAM MADNESS - ATTACHING YOURSELF TO THE NARRATIVE



SOCIAL TUMBLERS: MONOGRAM MADNESS - SHAREABLE SIGNIFIERS OF BELONGING



MOBILE: LIFESTYLE ON THE GO

IN SUMMARY

SOCIALiSTIC

+

RALPH  LAUREN

+

L'ORÉAL



WHY WE CAN HELP DEVELOP YOUR BRANDS SOCIALLY

Key Reasons To Hire Socialistic

- The Perfect Balance Of Creative And Media Capabilities To Develop Beautiful and Effective Brand Publishing Solutions
- A global network solution with proven experience.
- A passionate and experienced team that would love to work on your brand
- Fundamentally we believe we have
- Great Ideas, Great People, and We LOVE you, Ralph Lauren

Team Category Brand Experience

25 Years
Beauty Brands

24 Years
Fashion Brands

9 Years
Luxury Brands

11 Years
Fragrance Brands

CLINIQUE
Allergy Tested. 100% Fragrance Free.

CHANEL



Mercedes-Benz

InStyle

Dior



adidas

Reebok

MAC

Calvin Klein

LVMH
MOËT HENNESSY · LOUIS VUITTON



COTY

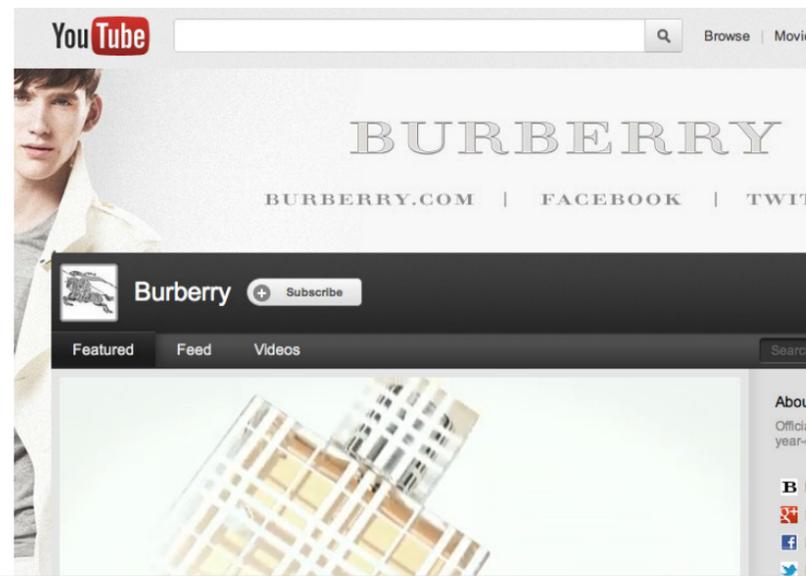


**THANK
YOU**

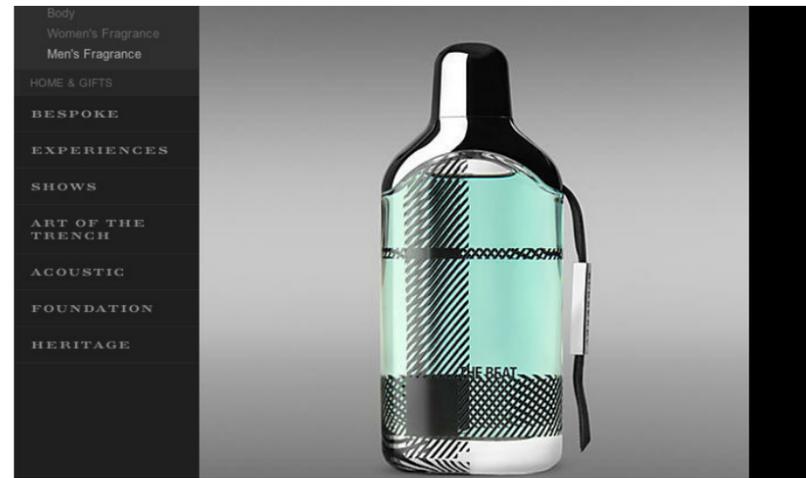
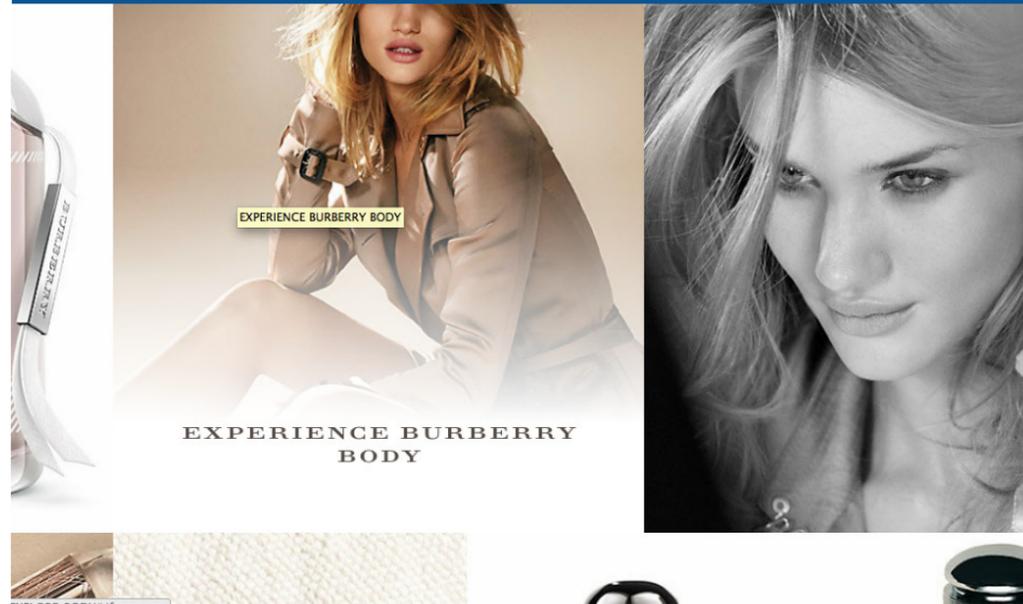
APPENDIX



BURBERRY / BRIT - WOMEN + MEN



2.61 MEAN SCORE





BURBERRY / BRIT - WOMEN + MEN

BRAND	DESIGN	STONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	SOCIAL : FACEBOOK	SOCIAL : TWITTER	SOCIAL : YOUTUBE	TECHNOLOGY
3.00	2.75	3.25	3.25	1.25	2.83	3.25	3.25	2.00	2.00
Very strong branding, similar to Versace, but again they have a strong branding/design heritage to draw upon. Consistent branding across all platforms.	Clean simple design across all platforms. Fragrances very easy to find on the site, and from a cursory glance it is very easy to identify fragrance content on social media platforms	Overall feeling there is direct engagement with consumer on all platforms. A sense that there is more of a dialogue as opposed to speaking at the consumer base.	The marriage of the product presentation and the brand story is present on all platforms. The selling of the Burberry lifestyle is present at all times.	Little integration on the site itself, much better on social media platforms, the 3 major platforms cross reference each other.		Nails it from an overall lifestyle perspective, lots of supporting content that is not solely fashion or marketing focused. Total number of fans 12,000,000+ facebook.com/burberry	Speaks to consumer at a more holistic level, touches on fragrance, fashion, outside lifestyle influences. Video posts included. 1,014,480 followers. twitter.com/#!/Burberry	Good mix content, definitely speaks at an overall lifestyle level . Total of 35,476 subscribers. youtube.com/user/Burberry	Technology wise the Burberry site takes advantage of HTML 5 to a greater degree than the rest competitor set. Better integration of video assets on social media platforms.



GUCCI / GUILTY - WOMEN + MEN



gucci 
 @gucci
 Founded in Florence in 1921, Gucci is one of the world's leading luxury brands.
 Florence, Italy · <http://www.gucci.com/>

Tweet to gucci

Tweets

gucci @gucci
 Serve up winning s collection. bit.ly/JQ
 [View photo](#)

gucci @gucci
 Guys, how to keep

THE EXTRAS
 DIGITAL JEWELRY

HIS SCREEN HIS MUSIC HER MUSIC HER SCREEN

GUCCI shop women shop men shop kids gifts icons world of gu

< back home > fragrance

2.51 MEAN SCORE

START THE FIRE >

TERMS AND CONDITIONS

BACK TO TOP ^



Display media · Always display media
pic.twitter.com/PU
 [View photo](#)

Similar to gucci >

gucci @gucci



Gucci
 8.030.764 "Mi piace" · 105.843 parlano di questo argomento

Abbigliamento
 Steeped in glamour, famed for fashionable yet timeless products, loved by movie stars and bequeathed to future generations, few fashion houses

Informazioni Foto "Mi piace" Flora Garden Timepieces & Jewe...

- eau de toilette spray
- 90 ml
- top notes of lavender and lemon
- heart note of orange flower
- base notes of cedar wood and patchouli

291020 99999 0099 **\$79**
 your selection is available
 free shipping and free returns

add to shopping bag

zoom / other view

united states (change) assistance our stores gucci



GUCCI / GUILTY - WOMEN + MEN

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	SOCIAL : FACEBOOK	SOCIAL : TWITTER	SOCIAL : YOUTUBE	TECHNOLOGY
3.00	3.00	2.75	3.00	1.25	2.58	2.75	2.00	3.00	2.00
<p>Similar to other high fashion brands, it has the brand heritage to fall back on. Gucci uses this to great advantage, the double G is part of pop-culture.</p>	<p>Consistent design everywhere, similar color palette, fonts, logos, very tightly executed.</p>	<p>Tone consistent across all platforms, on brand at all times. It's all about sex.</p> <p>Guilty Facebook app does a good job to speaking to Men and Women audience.</p>	<p>Good points of integration on the social media platforms; however, nothing on the site. Everything drives to the Facebook site.</p>	<p>Integration at product level within fragrances. A little more cutting edge in that they have call outs to Fancy, which is a lifestyle/fashion oriented social media platform.</p> <p>Much better cross pollinating on the various social media platforms.</p>		<p>Facebook page is very fashion focused, not much call out to other supporting content. Stand alone application for Gucci Guilty woman's campaign, which is nicely done. Total number of fans 8,000,000+</p> <p>facebook.com/GUCCI</p>	<p>Better than standard, content is very fashion focused. 382,634 followers.</p> <p>twitter.com/#!/gucci</p>	<p>Dedicated brand and fragrance channel. Lots of original content e.g. brand movies (500 by Gucci) . Total of 2337 subscribers for Fragrance brand channel, 3834 for overall brand channel.</p> <p>youtube.com/user/gucciofficial</p>	<p>Site functions well, give them props for having a good URL strategy and a nice Facebook app.</p> <p>Gucciguilty.com goes directly to their Facebook app.</p>



AXE - WOMEN + MEN

BRAND	DESIGN	STONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	SOCIAL : FACEBOOK	SOCIAL : TWITTER	SOCIAL : YOUTUBE	TECHNOLOGY
2.75	2.50	2.75	3.00	2.50	2.00	2.00	1.25	2.75	2.00
Brand consistent across all platforms, not the best execution but strong none-the-less. Consistent use of illustration style, color palette and logos.	Straightforward slick, definitely geared towards the audience. More effort here put into interaction design at least with the web. Design aesthetic also carries into choice of supporting media.	Unique in that it speaks directly to male and female audience in most of their digital communications, except for Facebook. Tonality is geared towards young audience, tongue in cheek, humorous.	Overall digital experience is a story-telling arc with product placement throughout, cleverly done.	Best execution on a website, call outs to all major social platforms. Some integration cross social media platforms		Good mix of content humorous, some lifestyle stuff, product info, etc. Some supporting apps, e.g. quiz for Shower Girls. Would score higher if they spoke more to female audience. Total number of fans 3.2 million +. facebook.com/axe	Twitter seems to be their weak point. It reads like Frat-bro bravado. 79,786 followers. twitter.com/#!/axe	All sponsored content from what I can tell. Speaks to both male and female audiences, on-brand, humorous. Total of 14,153 subscribers. youtube.com/axe	Very slick website, e.g. the technology aspect helps carry the brand/tone similar to a gaming interface, good sound effects.



DIOR \ MISS DIOR

MORE DIOR

- DIOR
- FASHION & ACCESSORIES
- FRAGRANCE & BEAUTY
- JEWELRY AND TIMEPIECES
- VIDEO
- WOMAN
- FRAGRANCE
- JEWELRY
- MEN
- MAKEUP
- TIMEPIECES
- BABY
- SKINCARE
- DIOR PHONE

Official Dior Channel

Featured Feed Videos

About Official

- Dior.com
- Dior Backstage
- Dior Mag
- Dior on Facebook
- Dior on Twitter
- Dior on Pinterest

PLAYLISTS

NEWS

'Secret Garden - Versailles' | Long version

5,785,606 views



EAU DE PARFUM | EAU DE TOILETTE | EAU FRAÎCHE

"The Chypre is the emblematic representation of a perfume accord blending floral, citrus and woody notes, an alliance of different so-called qualities is created, yet forms a harmonious whole." François Demina

Sicilian Mandarin, Blood Orange and Bergamot form a captivating introductory note. The floral and feminine heart note beats with a blend of Indian and Egyptian Jasmine Absolute, combined with Turkish Damascena, itself enriched with Tunisian Orange absolute. A modern and noble Indonesian Patchouli Essence transition completes the element of modern sophistication on the whole. Finally, the woody base note structured by Indian Sandalwood, and

Discover the key elements

Shop online

2.40 MEAN SCORE

DIOR BACKSTAGE MAKEUP

LATEST NEWS

DIOR MAG

MAKEUP

DIOR MAG

EXIT

'Secret Garden - Versailles' A film by Inez van Lamsweerde and Vinoodh Matadin, starring Daria Strokus, Melissa Stasiuk and Xiao Wen Ju in La Galeries Des Glaces - Château ...

17,301,674 views · 3 weeks ago

FASHION & ACCESSORIES

THE MOVIE | THE CAMPAIGN | THE MUSE | BEHIND THE SCENE

In the spring, Miss Dior is living a romantic whirlwind that takes her from the Parc Monceau to the intimate luxury of her Parisian apartment. Playing a game of chance, she toys with a black bow tie that she steals from the neck of

Dior

8,033,386 "Mi piace" · 81.862 parlano di questo argomento

Ti piace Messaggio

8 mln "Mi piace"

8 Amici piace Dior

65th Cannes Film Festival (4 foto)

Robert Pattinson, Ewan McGregor, Sam Riley & Walter Salles all wore Dior Homme on the red carpet at the 'On The Road' Premiere in Cannes last night. See all VIPs in Dior at Cannes on PINTEREST: <http://bit.ly/KFOlgZ>

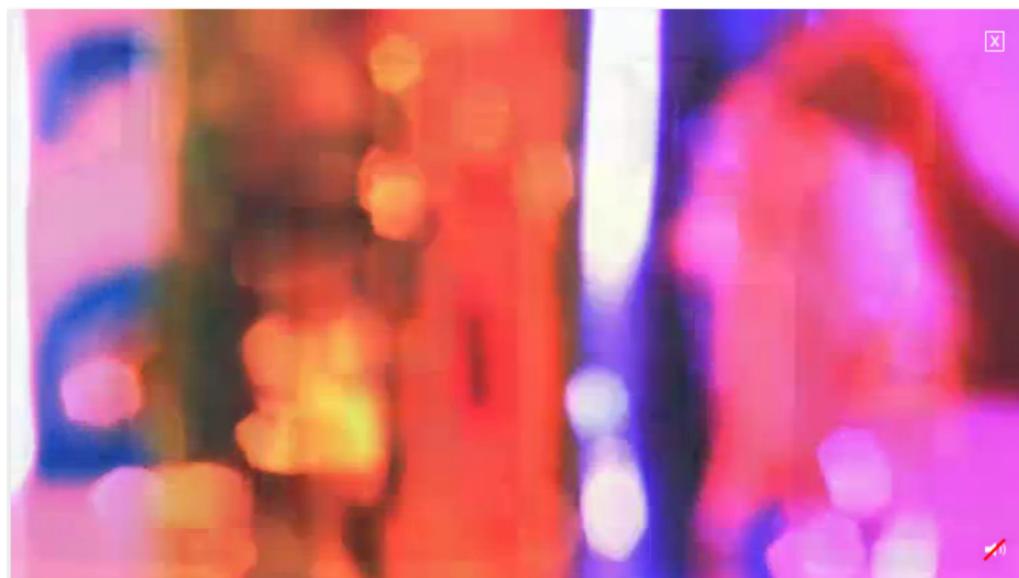


DIOR \ MISS DIOR

BRAND	DESIGN	STONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	SOCIAL : FACEBOOK	SOCIAL : TWITTER	SOCIAL : YOUTUBE	TECHNOLOGY
3.00	3.00	3.25	3.25	0.25	2.33	2.25	2.75	2.00	2.00
Big advantage with the iconic heritage to draw upon. Unlike other brands they make a big play with video on all platforms. It makes them stand out.	Consistent well coordinated design (fonts, color, logo). Excellent use of video to help carry the brand story.	More than consistent, the tone of the brand is carried across in video and written word. Even the Twitter posts have some flair.	Probably the most innovative use of video in the entire competitive set. Does an excellent job of not only selling product but overall brand lifestyle.	Very weak on overall integration of their social media platforms, a de facto Facebook like here and there feels like an after thought.		Very fashion focused, some call-out content to fragrance. Lots of coverage of events. Overall, well curated. Total number of fans 8 million +. facebook.com/Dior	Well written, shows attention to small detail, very buttoned up. 679,000 followers. http://twitter.com/#!/Dior	Solid, mostly focused on fashion and brand commercials, some short form sponsored films. Total of 19,025 subscribers. youtube.com/user/Dior	Good use of technology to support the brand + design, similar to Axe it helps support the overall experience.



RALPH LAUREN - BIG PONY



BIG PONY COLOR SHOP
For Women
THE LOOKS
Everything you need for a bright summer of style

- #3 Big Pony Optic Yellow Polo \$98.00
- Wide Grosgrain D-Ring Belt \$95.00
- Big Pony Turquoise Mini-Skirt \$225.00

Ralph Lauren
@BigPonyTeam
Each Big Pony fragrance expresses a distinct personality and lifestyle in the Ralph Lauren tradition. Live your life in color!
Worldwide <http://tiny.co/BigPonyFragrances>

Following
2,547 TWEETS
2,533 FOLLOWING
13,329 FOLLOWERS

BIG PONY RL PINK
3.4OZ (100ML)

\$70.00
STYLE # 12510325

Part of our iconic Big Pony fragrance collection, RL Pink blends cranberry and tonka mousse to create a sensual, fruity scent.

READ MORE

COLOR: Pink

SIZE: ONE SIZE

QUANTITY:

SUZIE
YOU ARE SO
Free Spirited

SHARE YOUR VIDEO

1.57 MEAN SCORE

COLOR Quiz
Take a lifestyle quiz, and discover the scent that's right for you

▶ TAKE THE QUIZ

THE BIG PONY COLOR SHOP
From the perfect looks to the best fragrances, find everything you need for a bright season of style

▶ SHOP NOW

Retweeted by Ralph Lauren

Ralph Lauren @BigPonyTeam
Couldn't agree more! RT @maxpapendieck: @BigPonyTeam The girls looks gorgeous! @CrisUrena @DanielaDCosio

Ralph Lauren Fragrances
3.071 "Mi piace" - 1.013 parlano di questo argomento

Salute/Bellezza
Explore the world of Ralph Lauren Fragrances. Explora el mundo de las Fragancias Ralph Lauren.

3.071

Life In Color Quiz

RALPH LAUREN
THE BIG PONY FRAGRANCE COLLECTION
For Women

Personalize your result

SUZIE

OR

Login with Facebook

▶ VIEW YOUR RESULT



RALPH LAUREN - BIG PONY

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	SOCIAL : FACEBOOK	SOCIAL : TWITTER	SOCIAL : YOUTUBE	TECHNOLOGY
2.50	1.50	2.0	1.30	0.50	1.80	1.50	2.00	1.80	1.50
<p>No mistaking that you're on a Ralph Lauren property. Logo is consistently placed and there is a cohesive color scheme that carries the brand message across.</p>	<p>Consistency in design but some pages can be overwhelming with the amount of content while other pages are the opposite.</p> <p>Fragrances are not intuitive to find. Some experiences strip out the page navigation and then leave the user hanging. Any lifestyle sensation is carried by the design.</p>	<p>Hard to pinpoint an exact tonal voice, the majority of the copy reads like advertising headlines. It's consistent but very light.</p>	<p>The experience is not carried in carried over into the digital space. Some use of quizzes on Facebook and the Youtube channel has some good content.</p>	<p>The only call out to social was at the end of the fragrance quiz, and that was only to post a brand video to a user's Facebook page or Tweet the location of the brand video.</p>		<p>Dedicated Facebook page for fragrance which is primarily centered on Big Pony. Standard marketing content, call out to the quiz, lots of lifestyle imagery. Total number of fans 3,071, and 707 for the stand alone Big Pony Page.</p> <p>facebook.com/RalphLaurenFragrances</p>	<p>Dedicated twitter feed for Big Pony, fairly active. 2,533 followers. Editorial wise seems to be a good mix of marketing and call outs to other content that supports the brand voice</p> <p>twitter.com/#!/BigPonyTeam</p>	<p>Large variety of videos, most concentrated on fashion and some on the home design. None on fragrance easily found. Total of 3,599 subscribers.</p> <p>youtube.com/user/RLTVralphlauren</p>	<p>It works. There is nothing innovative technology wise</p>



ESCADA / SUMMER FRAGRANCES



ESCADA PR
 @ESCADAmericasPR
 ESCADA PR girl tweeting to you from New York.
 New York, NY · <http://www.escada.com>

Tweet to ESCADA PR

Tweets

- Following
- Followers
- Favorites
- Lists
- Recent images

Tweets

ESCADA PR @ESCADAmericasPR
 Thank YOU, @heidiklum ! It was such a p you wear ESCADA. xx pic.twitter.com/all [View photo](#)

ESCADA PR @ESCADAmericasPR
 Check out this intimate behind-the-scene as she prepared for the 2012 #metgala whowhatwear.com/blog/2012/05/e... Expand

ESCADA PR @ESCADAmericasPR
 "@aanastasia: EMMA ROBERTS LOOKIN



1.54 MEAN SCORE

SEXY GRAFFITI

Imagine that magical summer moment when the late afternoon New York sun sets on a effortlessly cool cocktail party. As the sounds from the stereo weave through the crowd, ice cool drinks and a red hot atmosphere make it a night to remember. Sexy Graffiti transports you away from the city heat to thoughts of crystal clear shores, basking in the dazzling beauty of the chic city backdrop. This sassy fragrance for women is simply perfect for stylish summer fun in the city.

VISIT THE WORLD OF SEXY GRAFFITI

- Share this
- Add to Wishlist

CLOSE INFO
 NEXT
 BACK TO OVERVIEW

FASTER by Mark Fast @fastermark...
 Following

Jason Wu @JasonWu
 Follow

pic.twitter.com/c1sBpvkH Yeah she is!!
[View photo](#)

Desiree Gruber @desireegruber
 Team @ESCADAmericasPR at the #MetGala

ESCADA
 192.377 "Mi piace" · 7.813 parlano di questo argomento

Abbigliamento
 Enjoy modern elegance, cool glamour and sensual femininity with ESCADA, ESCADA White Label and ESCADA SPORT, including accessories, eyewear.

192mil

ESCADA

GRUNGE
 Plaid shirts, big jumpers, messy make-up and a dark expression makes the Grunge fashion style one we're happy to leave behind in the changing room of the past. Still love the music, though.

GET YOUR FREE SAMPLE

1. Find a photo > 2. Resize your face > 3. Set profile photo

Either upload a photo from your computer or take a picture using your webcam to see how you'll look as an eighties ROCKIN' RIO girl

USE WEBCAM
 UPLOAD PHOTO

TAKE THE QUIZ AGAIN



ESCADA / SUMMER FRAGRANCES

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	SOCIAL : FACEBOOK	SOCIAL : TWITTER	SOCIAL : YOUTUBE	TECHNOLOGY
2.50	1.50	1.75	0.75	1.25	1.50	2.00	1.25	1.25	1.50
<p>Subtle clean web-site design; gets lost once you head into other digital properties. The double E logos is similar in appearance to Tory Burch, vaguely Verace-esque, there is nothing distinctive about it.</p>	<p>Careens between minimalist and full-on fantasy illustration. This carries over into the social media properties as well.</p>	<p>Tone is fairly consistent across all platforms, for the most part elegant/classy. Veers into PR speak on the Twitter feed.</p>	<p>Some attempt on the web-site with copy and illustration style, but social media platforms fall flat.</p>	<p>Consistent, but subtle, call outs consistently on pages to drive to dedicated Facebook and Twitter feeds.</p>		<p>No dedicated page to fragrances. There is a lot of content around fragrance, in addition to fashion. Stand alone application for Summer which takes users through a quiz; featured on the site as well. Total number of fans 192,000</p> <p>facebook.com/ESCADA?ref=ts</p>	<p>Feed is more general PR events, tagline is Escada PR Girl. 2,568 followers only.</p> <p>twitter.com/#!/ESCADAmericasPR</p>	<p>Large variety of videos, mostly concentrated on fashion and some on the home design. None on fragrance easily found. Total of 111 subscribers.</p> <p>youtube.com/user/Escadaeditor</p>	<p>It works. There is nothing innovative technology wise.</p>



VERSACE / BRIGHT CRYSTAL



facebook Cerca

Official Versace
885.899 "Mi piace" · 30.939 parlano di questo argomento

Abbigliamento
Versace Home Shop at:
<http://www.versacehome.it/eshop.php> Official
Versace website: www.versace.com

Informazioni Foto "Mi piace" Video Eventi

885mil+ VOGLI FASHION NIGHT OUT

Versace
@Versace
Founded by Gianni Versace in 1978, Versace is one of leading international fashion brands and is a symbol worldwide.
Global · <http://www.versace.com>

Tweet to Versace
@Versace

Tweets

Following

Recent images

Similar to Versace

- GUESSbyMarciano @GUESSb... Promoted · Follow
- Moschino @Moschinoofficial Follow
- Calvin Klein @CalvinKlein Follow

twitter
© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs

1.26 MEAN SCORE



'Mud' at the Cannes Film Festival!
Visualizza traduzione

Gwyneth!

Oscars Best Dressed -- My Top 10 Mighty
www.flyandmighty.com

From Gwyneth Paltrow (in Tom Ford) to Fey (in Carolina Herrera) and Angelina Atelier Versace), the stars have ended

Mi piace · Commenta · Condividi

"Mi piace"

H&M H&M
Piaci anche a 5 amici.

Official Versus Azienda

Official Versace ieri

Academy award winner Reese Witherspoon looking

Expectant n 'Mud' photo ref=ts... Expand

Versace @V Get the Ver the sea! pin Expand

Versace @V Milla Jovovi Versace dre pic.twitter.c View photo

Versace @V Actress @Is the #amfAR



VERSACE / BRIGHT CRYSTAL

BRAND	DESIGN	STONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	SOCIAL : FACEBOOK	SOCIAL : TWITTER	SOCIAL : YOUTUBE	TECHNOLOGY
2.75	2.00	1.25	0.25	0.50	0.58	1.25	1.50	0.00	1.50
Branding is consistent across all platforms, definite sense that you are on Versace properties.	Design is simple, carries across well on various platforms. Reliance on photography which they use consistently across the various platforms. Versace has an advantage design wise with a recognizable design heritage, iconic logo, vivid colors, etc.	Sparse content on website, consistent on FB and Twitter, very focused on fashion. Does not impart any personality.	In digital landscape very little effort. Mostly rely on celebrity posting on Facebook, no integration into the rest of their properties.	Very little; integration of Facebook and Twitter share icons on rollover on product image. Other than that nothing.		Dedicated page at a brand level. Covers most aspects of their product offering with some call-outs to celebrity postings. Total number of fans 886,000. facebook.com/versace	Heavy on fashion coverage and some lifestyle posting. Overall it seems well curated content wise. 156,608 followers. twitter.com/#!/Versace	No content. Total of 12 subscribers. facebook.com/versace	It works. There is nothing innovative technology wise.



MARC JACOBS / DAISY

MARC JACOBS

MARC JACOBS MARC BY MARC JACOBS LITTLE MARC JACOBS

FRAGRANCE FRAGRANCE SORT BY

Marc Jacobs Intl @MarcJacobsIntl

Having fun with it since 1984. NYC · <http://marcjacobs.com>

MU INTERNATIONAL

Tweet to Marc Jacobs Intl

@MarcJacobsIntl

Tweets

John Shankmar
Myst pic.twitter.c
Retweeted by l
View photo

Marc Jacobs In
TY to Taylor Tot

DAISY MARC JACOBS

44.050 "Mi piace" · 254 parlano di questo argomento

Salute/Bellezza
Daisy is the essence of a youthful spirit: sunny, happy, free. Positively fresh. Charmingly simple.

44.050

Informazioni Foto "Mi piace" Daisy Film Daisy Eau So Fresh

In evidenza

Post recenti di altri utenti su DAISY MARC JACOBS

Seunghyun Choi
I love eau so fresh!
22 maggio alle ore 7:40

0.71 MEAN SCORE

MARC JACOBS INTL

MU Marc Jacobs Intl by Marc Jacobs

1,937 subscribers 512,337 video views

Featured Feed Videos

Activity Comments

Marc Jacobs Skin Tee Gallery Opening at NYU
Melanoma cancer survivors gather to thank Marc Jacobs and Robert Duffy for the charitable contributions generated by the sale of "Skin Tee"
448 views
Marc Jacobs uploaded

Meet the MarcFam: London
London Marc Jacobs Collection: 24-25 Mount St. (+44) 207-399-1681
London Marc By Marc Jacobs: 56 South Audley St. (+44) 207-408-7080
504 views
Marc Jacobs uploaded

Meet the MarcFam: San Francisco
San Francisco Marc Jacobs Collection: 158 Market Lane. (+1) 415-382-1111
1 week ago

About Marc Jacobs Intl
Founded by Marc Jacobs & Robert Duffy in 1984.

marcjacobs.com
Facebook
Twitter
Google+
Pinterest

by Marc Jacobs

Latest Activity May 22, 2012
Date Joined Jan 6, 2006

Marc Jacobs Intl

705.759 "Mi piace" · 10.406 parlano di questo argomento

irth, but we are Marc Jacobs by built." – Marc to Robert Duffy –

Foto Instagram Feed Charities Yo

In evidenza

2 Amici
nisa Marc Jacobs Intl



MARC JACOBS / DAISY

BRAND	DESIGN	TOPE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	SOCIAL : FACEBOOK	SOCIAL : TWITTER	SOCIAL : YOUTUBE	TECHNOLOGY
1.00	0.75	0.50	0.00	0.75	1.00	1.50	0.50	1.00	1.00
Weak brand experience, inconsistent use of logo, type, color, etc.	Inconsistent, the über minimalist aesthetic works for the web to a certain degree, but it is not carried over into other platforms.	All over the place, no consistency. No real messaging on the web + the social platforms have no real on brand message.		"I like this" Facebook functionality at product level. No real integration across the various platforms.		Dedicated page for both brand and Daisy. Brand primarily focused on fashion, Daisy page bland, mostly "buy this variation of Daisy, or buy Daisy for this occasion". Total number of fans 705,759 + 44,050 for the Daisy page. .facebook.com/marcjacobsintl	Cutesy Twitter nonsense. 621,609 followers. twitter.com/#!/MarcJacobsIntl	Content seems haphazard, some public outreach, contest winner... a spin class...? Total of 1937 subscribers. youtube.com/user/marcjacobs	It works, ding for having some broken functionality on the Facebook page.



VERA WANG / PRINCESS

Home Connect Discover Search

Vera Wang Princess
@vrawangprincess
Playful. Unpredictable. Spirited. Vera Wang Princess Fragrance
Princess Palace · <http://www.verawangprincess.com>

Following 68 TWEETS
1 FOLLOWING
817 FOLLOWERS

Tweet to Vera Wang Princess
@vrawangprincess

Tweets

- Vera Wang Princess** @vrawangprincess 27 May 11
Hi Princess fans! We're making some exciting changes to the page over the next few weeks. Soon you'll have access...
<http://fb.me/12Hi081RQ>
- Vera Wang Princess** @vrawangprincess 9 Feb 11
Princesses! Check out our newly updated website, www.verawangprincess.com, and explore the new Preppy Princess... <http://fb.me/GTOEhvdh>

YouTube

Vera Wang
by verawangonweddings

Subscribe

Feed Videos

Activity Comments

- Vera Wang Bridal Gowns - Spring 2010 Lookbook**
Vera Wang Bridal Gowns - Spring 2010 Lookbook
Version 3
227,255 views
- Vera Wang Bridal Spring 2010 Lookbook**
Vera Wang Bridal Spring 2010 Lookbook
36,216 views

VERA WANG Princess

Princess
Fragrance
Radiant. Whimsical. Born to Rule!

Created for the modern day Princess, this sheer, fruity floral fragrance is definitely born to rule! The scent sparkles with the captivating, sweet, tart aroma of delicate lady apples and the covered ribbon lace flower and finishes with a tasty vanilla chiffon - a treat fit for royalty!

VELVETY BODY BUTTER 150ml/5.0 oz.
SATINY BODY LOTION 150ml/5.0 oz.
FOAMY BODY POLISH 150ml/5.0 oz.
EAU DE TOILETTE 100ml/3.4 oz.
50ml/1.7 oz.
30ml/1.0 oz.

where to buy

0.65 MEAN SCORE

twitter

© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

- Vera Wang Princess** @vrawangprincess 18 Jan 11
Tuesday Princess, Rule your Kingdom!
- Vera Wang Princess** @vrawangprincess 6 Jan 11
Wishing all of our Princesses a very happy 2011! Reign on!
- Vera Wang Princess** @vrawangprincess 6 Dec 10
We hope you had a great birthday weekend Zoe! <3 Princess
- Vera Wang Princess** @vrawangprincess 11 Nov 10
Princesses! Don't forget you can still upload your Princess Photo Ops! Go to [verawangprincess.com](http://www.verawangprincess.com) to upload your...
<http://fb.me/uhYyeJXO>
- Vera Wang Princess** @vrawangprincess 20 Oct 10
Princess = Love
- Vera Wang Princess** @vrawangprincess 14 Oct 10
Did you wake up today thinking, "Wow...it's a good day to be a princess?" We did.

verawangonweddings uploaded

Vera Wang Spring 2009 Bridal Show PART 2 of 2
Vera Wang Spring 2009 Bridal Fashion Show PART 2 of 2

Check out our new fragrance Princess Night

VERA WANG FRAGRANCES

VERA WANG PRINCESS

Vera Wang Fragrances
30,943 "Mi piace" · 228 parlano di questo argomento

awangfrances.com/

30.943

Foto "Mi piace" Lovestruck Princess

In evidenza

Post recenti di altri utenti su Vera Wang Fragrances

- Yatta Wills**
On a beautiful sunny day like it is today!
- Maureen Gowen Urness**



VERA WANG / PRINCESS

BRAND	DESIGN	TONE	MERCHANTAINMENT	SOCIAL INTEGRATION	AGGREGATED SOCIAL	SOCIAL : FACEBOOK	SOCIAL : TWITTER	SOCIAL : YOUTUBE	TECHNOLOGY
1.00	0.50	1.25	0.00	0.50	0.58	1.00	0.50	0.25	0.75
Design is generic, there is nothing that ties it together that it makes it readily identifiable as Vera Wang. No consistent use of logo or other branding elements. Using purple as your brand signature doesn't cut it.	Mediocre to bad, if anything detrimental to the overall experience.	Tone inconsistent across platforms, big disconnect between the website which has very sparse content. Twitter content, bad. Facebook probably does the best job, with tips and educational posts		Nada, one Facebook like icon in lower right hand corner of site. No integration between the various platforms		Dedicated page for fragrances as a grouping with support for Princess via an application. Application does not work. Total number of fans 30,943. facebook.com/verawangfragrances	Broken links, bland power statements like "Princes Power! Princess = Love!". 817 followers. twitter.com/#!/vrawangprincess	Dedicated to weddings. No updates since 2010. Total of 384 subscribers. youtube.com/user/verawangonweddings/feedr	It works, other than that there is nothing innovative technology wise, scored lower because FB applications do not work and Twitter feed consistently drives to broken links.