Staying ahead of the digital curve

Identifying brand digital initiatives,
Understanding digital consumer needs
**KEY FACTS & FIGURES**

**LUXURY E-COMMERCE**

Market share grew to a 7%, doubling since 2012

Nearly 50% of affluent households bought luxury products online in 2015

Annual online sales growth for women’s luxury fashion by 2018: +70% in China, +18% in UK, +17% in USA

50% of Chinese domestic luxury consumption will be online by 2020

But 35% of high-end brands do not sell via the web

**LUXURY M-COMMERCE**

M-Commerce is becoming the central & a growing touch-point, especially in Asia

23% of all Google searches for prestige brands originate from a mobile device, up from 14% in 2014.

**BUT only around 50% of key prestige brands have invested in m-commerce responsive sites**

And, **only 18% of these brands’ sites are currently optimized for a tablet experience**.
According to the Ifop Luxury Trends Report (2016), the N°1 priority is digital transformation (39%, ahead of CRM 37%)

**Yet**

Only 35% feel they have a proper command of their omnichannel strategy

Only 8% have an m-commerce site.
The market is shifting. So are consumers.

DO YOU KNOW HOW TO STAY AHEAD OF THE DIGITAL CURVE?
OUR MISSION

Helping you stay ahead of the digital curve across 3 key markets

- THE historical players
  - N°1 tourist market

- N°1 luxury consumer population
  - N°1 market for e & m-commerce

- N°1 luxury market, at home,

An investigation into:

- **Your Clients underpinnings & their digital usage**: the who, the whats, the whys, and their expectations?

- **Luxury brands on-line strategies**: what are the mechanisms behind the most innovative and relevant initiatives?
Deep dive into brand initiatives & strategies

Scope: 80 case studies across industries (fashion, accessories, spirits, cosmetics, watches, jewellery...)

Observation & analysis of digital bonding (websites, apps, connected objects, digital display in-store...)

Trend Hunting by local partners.

Understand luxury consumers needs

Scope: France, USA, China.

800 interviews per country

Sample: Top5 and Top10 income

On-line questionnaire, 20 minutes

Covered issues: on-line behaviors, expectations, frustrations, etc.

Enriched by smart data monitoring on luxury trends and insights

An access to a customized LUXURY INSIGHT cloud session on Digital Luxury to stay ahead of the curve by following latest trends and insights 24/7
THE MIRROR APPROACH

BRANDS

Their digital initiatives

CONSUMERS

Their digital experiences
1. BRAND DIGITAL INITIATIVES

We will identify and analyse 80 relevant digital marketing initiatives of premium and luxury brands in the aim of delivering prospective insights, Before – During – After:

- **Help understand the trends that influence luxury customers around the Globe,**
- **Identify prospective insights, based on the analysis of brands’ communications strategies and services.**

- **80 case studies across 3 markets:** Europe, China, USA

- **Scope:** premium, luxury and niche brands in the fashion industry, accessories, cosmetics, tourism (hotels, bars, clubs), hi-tech, spirits, watches, jewellery, transport, automotive, private banking, concierge services, VIP clubs...

- **Observation of:** digital media used in marketing to attract and create a relationship with luxury customers (brand website, mobile applications, connected objects, digital display in-store, social networks, e-commerce, m-commerce, CRM, etc.)

- **TrendHunting** by a local network of partner trend hunters.
DIGITAL LUXURY TRENDS BOOK BY INCAPSULE:
Have a clear, operational and inspiring vision of the added value provided by digital for a luxury brand

BEFORE – DURING – AFTER.

Digital Trends Book
Based on 80 digital initiatives- Before-
During-After sale
EU/USA/CHINA

The circle on
attachment of the
customer to the brand

17 Digital Marketing
/Social/Phygital/M and E
Commerce…
strategies analysed

80 detailed descriptions of
digital brand initiative :
objective/strategy/
execution/results
2. THE CONSUMER DIGITAL EXPERIENCE
(questionnaire content)

1 / LUXURY PROFILE

- Luxury categories
  Categories bought online over the 12 past month
  Categories they intend to buy online in the next 12 months
- For those who don't buy online: what are the main barriers? What would be the levers to buy?
- Barriers and levers to buy on-line per category
- Attitudes towards digital versus physical (benefits, peculiarities, etc.)

2 / THE MULTI CHANNEL CONSUMER

- Before the purchase (What do they do, what do they expect, what do they prefer, what are their frustrations)
- During the purchase (idem)
- After the purchase (idem)

3 / THE PHYSICAL TOUCH POINT VS. THE DIGITAL EXPERIENCE

- Expected services in the store
- Digital experience expected in the store
- Complementarity and specificity of digital vs. physical experiences
2. THE CONSUMER DIGITAL EXPERIENCE
(questionnaire content)

4 / THE DIGITAL TOUCH POINTS

Profile of current users and their expectations per touch point

• Brand websites
• Social Network
• Blogs
• E-commerce
• M-commerce
• Multi-brands websites (net_a_porter, ...)
• Second hand websites
• On-line private sales
• ...
2. THE CONSUMER DIGITAL EXPERIENCE (questionnaire content)

5 / SOURCES OF INFORMATION AND INFLUENCERS

• What type of information are they looking for?
• What are the sources of information that influence their choices and purchases?

6 / THE DIGITAL CRM

• What are their expectations on a day-to-day basis?
• Test of different brand initiatives (personnalized offers, promotionnal alerts, event alerts in the store, etc)
3. DIGITAL SMART DATA

IFOP has partnered with Luxurysight to enrich THE LUXURY COLLECTION with the power of big data. We combine the best of data science and luxury expertise to provide you with a Digital Luxury web dashboard that **centralize all relevant reports and news on digital trends and insights** from 800 sources connected in real time.
INVESTMENT (excl. VAT)

● **SUBSCRIPTION FEE:** € 15 000
  - A full report putting into perspective the on-line strategies of luxury brands with what consumers expect, and recommendations on high-value strategies
  - An immersive presentation on the key insights, anticipating trends and digital inspirations for the future.

● **OPTIONAL ACCESS TO A CUSTOMIZED LUXURYNSIGHT SESSION:** € 3 000
  - A 12 month access to a customized Luxurynsight session on Digital Luxury to get access to latest digital trends and insights 24/7