

# The Application of New Media Marketing in Luxury Brand Communication

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**Abstract.** In the evolving landscape of luxury brand communication, this paper explores the transformative role of new media marketing in the dissemination and perception of luxury brands. Drawing insights from recent studies on social media impact on luxury consumption, it delves into how platforms like Instagram, Facebook, and WeChat have reshaped consumer behavior, particularly among the affluent and aspirational demographics. The paper also investigates the alignment of advertising strategies with the United Nations Sustainable Development Goals (SDGs), particularly focusing on women's empowerment, showcasing how luxury brands can leverage social responsibility to enhance their image and appeal. Strategies adopted by luxury brands in the new media era are analyzed, emphasizing the effectiveness of content marketing, influencer partnerships, and digital storytelling. Case studies highlight the success of brands like Gucci and Chanel in engaging audiences through innovative campaigns that blend heritage with modernity. An understanding of the nuances in different cultural contexts is crucial, as demonstrated by the need for sensitivity towards post-feminist ideologies in crafting messages of empowerment. The paper concludes by offering recommendations for luxury brands looking to optimize their new media marketing efforts. It suggests a balanced approach that integrates online and offline experiences, fosters community engagement, and prioritizes ethical and sustainable practices. By doing so, luxury brands can not only increase their market penetration but also contribute positively to societal goals, thereby ensuring long-term brand loyalty and relevance in an increasingly digital and socially conscious world.

**Keywords:** New media marketing; Luxury brands; Consumer behavior; Women empowerment; Digital strategies.

## 1. Introduction

With the continuous advancement of technology and the evolution of media channels, advertising, as a crucial form of communication, has garnered extensive attention in international media. The diversification of consumer purchasing behaviors, and the rapid rise of new media have made the innovation of brand communication strategies paramount. This chapter aims to explore the application background and profound significance of new media marketing in luxury brand communication, providing a solid theoretical foundation for subsequent research.

New media, such as social media, self-media platforms, and short video platforms, are revolutionizing traditional marketing models and offering luxury brands a brand-new arena to influence global consumers and sway their purchasing decisions. In China, amid economic prosperity and the rise of the middle class, the luxury market is experiencing rapid growth, with consumer perceptions and purchasing behaviors of luxury goods increasingly influenced by new media. Luxury brands, adhering to traditional ideals and displaying a strong exclusivity to underscore their uniqueness, must adapt to the digital era and self-innovate to ensure profitability – a pivotal factor [1].

The introduction of new media marketing channels, notably social media platforms such as Instagram, Facebook, and WeChat, has redefined the strategies employed by luxury brands to engage with their target demographics, particularly the affluent and aspirational segments of society. Through content marketing and KOL (Key Opinion Leader) marketing strategies, luxury brands can craft brand narratives, reinforcing consumer identification with and emotional connections to the brand.

The burgeoning influence of social media on luxury consumption patterns is no longer a peripheral element but a central force shaping consumer behavior and preferences.

Luxury brands, long associated with exclusivity and heritage, are now leveraging digital storytelling, influencer partnerships, and content marketing to create immersive and personalized experiences for their consumers. The effective integration of these strategies is crucial for brands aiming to resonate with the evolving sensibilities of their audiences. Moreover, the chapter highlights the importance of aligning advertising efforts with the United Nations Sustainable Development Goals (SDGs), particularly the emphasis on women's empowerment. This alignment not only enhances the ethical appeal of luxury brands but also aligns their messaging with global societal goals.

The chapter concludes by emphasizing the pivotal role of a balanced approach to new media marketing, integrating online and offline experiences, fostering community engagement, and prioritizing ethical practices. Luxury brands that can successfully navigate the digital realm while adhering to high standards of sustainability and social responsibility are poised to maintain their market dominance and appeal to a socially conscious consumer base. This approach not only ensures relevance in a rapidly changing world but also contributes to the long-term loyalty and growth of the brand. The following chapters will delve deeper into each facet of this multifaceted topic, providing a comprehensive analysis of the application of new media marketing in the luxury industry.

## **2. The Impact of Social Media Usage on Luxury Consumption**

### **2.1. The Theory of New Media Marketing**

The pervasive integration of social media into daily life has undeniably transformed the way consumers interact with brands, especially within the luxury sector. Platforms such as Instagram, Facebook, and WeChat have become the epicenter of consumer engagement, with visual storytelling and interactive features playing pivotal roles in shaping perceptions and purchase decisions. This section examines how social media usage impacts consumer behavior, focusing on the affluent and aspirational demographics that luxury brands target.

The theory of new media marketing is a discipline that studies how brands can effectively interact with consumers in a digital environment to shape brand image, increase brand awareness, build consumer loyalty, and ultimately promote sales. Its core viewpoint advocates that enterprises should focus on content innovation, interactive experience, and personalized communication on new media platforms to adapt to the increasingly diversified and personalized needs of consumers [2].

### **2.2. Influence of Social Media on Consumer Behavior**

The foundation of the new media marketing theory lies in the formation of a networked society, which has changed the way information is disseminated and given consumers greater power and participation. Among them, social marketing theory emphasizes that brands should pay attention to social responsibility and consumer value and attract consumers by building positive social impacts. In addition, relationship marketing theory is particularly important in the new media environment. It advocates the establishment of long-term, mutually beneficial consumer relationships, rather than just single purchase behaviors.

In this context, content marketing has emerged as a crucial strategy, emphasizing the attraction and retention of audiences through valuable, relevant, and consistent content, rather than merely promoting product sales. In the luxury sector, content marketing transcends mere product showcases, encompassing the communication of brand stories, values, and lifestyles. For instance, Gucci's 2018 promotional video successfully enhanced consumer belongingness and brand identity through narrative-driven content.

### **2.3. The Concept of KOL**

Another vital concept is KOL (Key Opinion Leader) marketing, which leverages influential thought leaders to disseminate brand messages. In the luxury industry, KOLs can be fashion bloggers,

celebrities, or renowned designers, whose recommendations and evaluations can directly sway consumer purchasing decisions. For example, Chanel utilizes KOLs on social media to share brand events and new products, thereby maintaining its premium image while expanding brand influence.

From a post-feminist perspective brand should pay attention to issues of gender equality and women's empowerment, ensuring cross-cultural adaptability of advertising messages. This requires brands to respect multiculturalism in their communications, avoid stereotypes, and attract and retain consumer groups from diverse backgrounds through empowering advertisements.

In conclusion, the theory of new media marketing provides theoretical guidance for luxury brands in their communication efforts in the digital age. It urges brands to deeply understand the characteristics of new media, innovate marketing strategies, focus on the value of content, enhance interactive experiences, harness the influence of KOLs, and rely on data analytics for precision marketing. The practical application of these theories can help luxury brands establish unique competitive advantages in the new media environment, elevate brand value, and stay synchronized with the increasingly complex consumer demands penetration [3].

### **3. Case Study: The Effect of New Media Communication on Gucci's Consumer Behavior**

#### **3.1. Gucci's Digital Revolution and Development**

In recent years, Gucci has emerged as a vanguard in the luxury industry's digital transformation, showcasing the profound impact of new media communication on consumer behavior. Under the creative direction of Alessandro Michele, Gucci has reinvented its brand narrative, leveraging social media platforms to connect with a younger, socially aware audience. This case study delves into the strategies employed by Gucci to engage consumers through innovative content, influencer partnerships, and digital storytelling, illuminating the ways in which new media has reshaped luxury consumption patterns.

Gucci's resurgence as a luxury powerhouse is intimately linked with its embrace of digital media as a core component of its marketing strategy. Recognizing the power of visual imagery in shaping consumer perceptions, Gucci has cultivated a distinctive aesthetic on platforms like Instagram. The brand's Instagram feed is a carefully curated gallery of high fashion imagery, mixed with art, culture, and behind-the-scenes glimpses, which together create an aspirational lifestyle narrative that resonates with its target audience. This approach is not only visually engaging but also serves to humanize the brand, making it more accessible and relatable to a younger demographic [4].

#### **3.2. Influencer Partnerships and Community Engagement**

Gucci's success in the digital realm is also attributed to its strategic partnerships with influencers and celebrities. By collaborating with trendsetters who embody the brand's values of individuality and self-expression, Gucci has been able to tap into niche communities and foster a sense of belonging among its followers. These collaborations often take the form of sponsored posts or influencer-led campaigns, which highlight the brand's products in real-world contexts, making them more relatable and desirable.

Moreover, Gucci has capitalized on the power of community by creating online spaces where followers can interact with the brand and with each other. Initiatives such as #GucciGram, a digital art project that invites artists to reinterpret Gucci's iconic patterns and motifs, have not only generated user-generated content but also strengthened the brand's cultural relevance and appeal.

#### **3.3. Digital Storytelling and Ethical Appeal**

Gucci's digital storytelling is a testament to the brand's commitment to blending heritage with innovation. Through immersive campaigns that highlight the craftsmanship and history of its products, Gucci has been able to convey the value and prestige associated with luxury goods. One such

campaign is the "Gucci Hallucination" series, which combines surreal imagery with narratives that celebrate the brand's legacy and craftsmanship, appealing to the consumer's desire for both authenticity and fantasy.

In alignment with the United Nations Sustainable Development Goals (SDGs), As part of its environmental strategy, Gucci has launched a new eco-friendly series called Gucci Off The Grid. The series primarily utilizes Econyl, a regenerated nylon made from discarded fishing nets and other abandoned fishing gear retrieved from the ocean, as its main raw material. The first batch of products includes ready-to-wear clothing, pants, handbags, backpacks, mini bags, footwear, and other accessories. In addition to Econyl, all other materials used in the new series are also eco-friendly and recyclable, such as leather tanned without heavy metals, recyclable polyester threads and linings, recycled brass and gold, and solvent-free adhesives.

To promote the series, Gucci will release a global advertising campaign conceptualized by Creative Director Alessandro Michele and photographed and directed by photographer and filmmaker Harmony Korine. The campaign features global activist and Academy Award-winning actress Jane Fonda, Grammy Award winner Lil Nas X, musicians King Princess and Miyavi, as well as environmentalist David Mayer de Rothschild. In the advertisements, city dwellers reside in rustic treehouses, which and the simple lifestyle they represent metaphorically express people's desire to escape from traditional living and embrace a more off-the-grid existence. During the ten-year period from 2015 to 2025, Gucci aims to reduce its environmental impact by 40% and its carbon footprint by 50%. From 2015 to 2019, Gucci achieved a 39% reduction in its environmental impact and a 37% reduction in its carbon footprint. In 2019, Gucci's greenhouse gas emissions decreased by 18% compared to 2018.

## **4. Case Study: The Effect of New Media Communication on Maison Margiela's Marketing Planning**

### **4.1. E-commerce sales of Maison Margiela**

Maison Margiela adopts a combination of online and offline approaches. Online, Maison Margiela has entered Xiaohongshu and Douyin, attracting over ten thousand followers in just two weeks, opening up avenues for the brand's online sales. Offline, retail counters are distributed in major cities. In addition, the brand's indirect sales channels are agent stores, which have cooperated with some domestic brands such as Beast to attract young customers through flexible offline sales. Due to the particularity of fragrance products, it is difficult to accurately describe them solely through visual and auditory senses. To strengthen consumers' willingness to buy, it is still necessary to start from the olfactory aspect where fragrance products are mainly focused. Compared with online sales, offline sales can enable consumers to have a more complete olfactory experience, and the immersive perception can better reach consumers.

### **4.2. promotion means combining with new media**

Maison Margiela is committed to expanding its brand awareness to promote brand sales and rapidly increase market share. After entering the Chinese market in 2019, Maison Margiela has gained the trust and support of more consumers in the Chinese market by collaborating with well-known bloggers, holding large-scale events, and placing multimedia advertisements. At the same time, Maison Margiela has also launched various promotional combinations and sets, such as perfume sample boxes and body care combinations, for consumers to choose from, and actively participates in e-commerce festivals, attracting consumers with discounts and free gifts. This can not only ensure corporate profitability in the short term but also expand brand awareness, seize market share, and achieve long-term development [5].

## **5. Advertising Development in the New Media Era**

### **5.1. The Inflammatory Nature of Empowerment Ads in Internet**

With the development and changes of the times, an increasing number of fashion brands have adopted feminism as an essential marketing strategy, leveraging the ever-evolving portrayal of female images to package advertisements and products, ultimately shaping the current market position of femvertising. This phenomenon stems from the influential women's movement in Western countries during the digital media era. Western scholars argue that femvertising, by showcasing empowering female images, shatters gender stereotypes prevalent in traditional advertising, thereby enhancing female consumers' brand preference and consumption enthusiasm.

Brands should strive to represent a wide range of women in their ads, reflecting different ages, body types, ethnicities, and lifestyles, because it can attract more female users.

### **5.2. The Implantation of Positive Energy Values is Conducive to Brand Image**

In line with the United Nations Sustainable Development Goals (SDGs), luxury brands are increasingly integrating ethical and sustainable practices into their marketing strategies. This approach not only appeals to a socially conscious consumer base but also aligns with the broader societal goal of promoting environmental stewardship and social responsibility.

Brands like Gucci have taken steps to highlight their commitment to sustainability through digital storytelling, showcasing initiatives such as the Gucci Equilibrium program, which focuses on social and environmental responsibility. By communicating their sustainability efforts through new media channels, luxury brands can reinforce their ethical appeal and position themselves as responsible global citizens. Since 2016, Tiffany has started to focus on endangered wild elephants and jointly launched an activity named #Knotonmyplanet# with the Elephant Crisis Fund, which has kicked off the protection journey. Tiffany and Tencent Fashion jointly released a documentary "Never So Close to You", which documented Liu Haoran's participation in the Tiffany "Save the Wild" series in the African elephant protection journey, enabling the public to gain an insight into the life and protection of wild elephants in Samburu, Kenya. Following the footprint of wild elephants, the documentary appeals to the public to protect wild elephants.

## **6. New Media Strategies and Brand Communication Effectiveness in the Luxury Industry**

### **6.1. The Fusion of Digital Storytelling and Brand Heritage**

In the realm of luxury branding, the art of storytelling is paramount. Brands like Gucci and Chanel have honed the technique of blending their rich history with contemporary narratives, creating a unique form of digital storytelling that captivates and engages their audience. Through strategic use of new media platforms, these brands have been able to craft immersive experiences that resonate with the values and aspirations of their target demographic. Digital storytelling enables luxury brands to showcase their craftsmanship, heritage, and innovation, effectively communicating the brand's essence and values to a global audience.

Gucci, for instance, has mastered the art of digital storytelling by combining high-quality visual content with compelling narratives that highlight the brand's commitment to creativity, sustainability, and social responsibility. The brand's Instagram feed, a vibrant canvas of images and videos, serves as a digital gallery that invites followers into the world of Gucci. Chanel, on the other hand, has leveraged the power of video storytelling through its online campaigns, which often feature cinematic elements and celebrity endorsements, reinforcing the brand's status as a symbol of elegance and luxury.

## 6.2. The Strategic Use of Influencer Partnerships

In the digital age, influencer partnerships have become a cornerstone of luxury brand marketing strategies. By collaborating with influencers, luxury brands can reach new audiences, particularly younger demographics, who may not traditionally engage with luxury goods. These partnerships not only amplify brand visibility but also add a layer of authenticity and relatability, which is crucial in building trust and fostering a sense of community among consumers.

Luxury brands often select influencers whose personal brands align with their own values and aesthetics. Gucci, for example, has partnered with a diverse range of influencers, from fashion bloggers to artists and musicians, to showcase its products in various contexts and narratives. Chanel has also leveraged influencer partnerships to maintain its relevance, with campaigns featuring celebrities and social media personalities that embody the brand's timeless elegance and modernity.

## 6.3. Leveraging Digital Media for Community Engagement

Building a community around a luxury brand is essential for fostering brand loyalty and increasing customer lifetime value. New media platforms offer a multitude of opportunities for luxury brands to connect with their audience on a deeper level, through interactive campaigns, user-generated content, and social media challenges. Brands like Gucci have created online communities where followers can engage with the brand and each other, sharing experiences and stories that reinforce the brand's cultural relevance.

Gucci's #GucciGram initiative is a prime example of how luxury brands can harness digital media for community building. By inviting artists and creatives to reinterpret the brand's iconic patterns and motifs, Gucci not only fostered a sense of collaboration and creativity but also created a platform for emerging artists, further enhancing the brand's cultural appeal.

## 6.4. Balancing Online and Offline Experiences

To optimize new media marketing efforts, luxury brands must adopt a balanced approach that integrates both online and offline experiences. While digital platforms offer unprecedented reach and engagement opportunities, physical experiences, such as boutique visits and exclusive events, remain crucial for luxury brands in delivering a holistic brand experience that resonates with consumers.

Chanel, for instance, has successfully integrated online and offline experiences by launching digital campaigns that direct consumers to physical stores for exclusive in-store experiences. This strategy not only enhances the prestige of the brand but also provides a seamless transition between the digital and physical realms, ensuring that the brand maintains a strong presence in both spaces.

## 7. Conclusion

In reflecting upon the transformative journey of luxury brands in adapting to the new media marketing landscape, several key insights emerge. Luxury brands, once aloof and traditional, have embraced the digital revolution, leveraging platforms like Instagram, Facebook, and WeChat to engage with a broader, more diverse audience. The fusion of digital storytelling with brand heritage has proven to be a powerful strategy, enabling brands to communicate their values and resonate with consumers on a deeper level. Influencer partnerships and community engagement have expanded the reach and authenticity of brand messages, fostering a sense of belonging among aspirational demographics. Moreover, the alignment of advertising strategies with the United Nations Sustainable Development Goals, particularly women's empowerment, has not only enhanced the ethical appeal of luxury brands but also aligned their marketing efforts with global societal goals.

As we conclude this exploration, it becomes clear that luxury brands must adopt a balanced approach to new media marketing. Integrating online and offline experiences ensures a seamless brand journey for consumers, fostering loyalty and enhancing the prestige of the brand.

**Embrace Digital Storytelling:** Develop immersive digital narratives that blend heritage with modernity, highlighting craftsmanship, innovation, and brand values. Use high-quality visual content and video storytelling to captivate and engage audiences.

**Foster Community Engagement:** Create online communities where followers can interact with the brand and each other. Utilize user-generated content, social media challenges, and interactive campaigns to deepen connections with consumers.

**Cultivate Influencer Partnerships:** Select influencers whose personal brands align with the core values and aesthetics of the luxury brand. These collaborations can amplify brand visibility, enhance authenticity, and foster a sense of community among consumers.

**Balance Online and Offline Experiences:** Integrate online and offline experiences for a seamless brand journey. Ensure that physical experiences, such as boutique visits and exclusive events, complement digital campaigns, reinforcing the prestige and exclusivity of the brand.

**Prioritize Ethical and Sustainable Practices:** Emphasize sustainability and social responsibility in marketing strategies. Highlight initiatives that align with the United Nations Sustainable Development Goals, communicating ethical appeal and positioning the brand as a responsible global citizen.

The deficiencies of this article lie in two aspects. Firstly, it fails to analyze the local promotion of luxury goods in different countries. While the development of new media facilitates cross-cultural promotion, it is also crucial to emphasize the use of local languages, social media platforms, and methods that are popular among the general public. Secondly, given the rapid innovation and development of new media, the article lacks an analysis of the integration of novel technologies, such as the metaverse and AI, with luxury brands. Instead, it merely summarizes some existing models.

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