



# Analysis of the Multi-dimensional Marketing Strategies of Luxury Brands

## A Case Study of CELINE

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**Abstract.** With the development of China's social economy and the continuous improvement of people's living standards, luxury goods have played an increasingly important role in people's lives and have become an indispensable part of life. However, with the deepening of social and economic development and the changing consumer attitudes, the marketing strategies of luxury goods are constantly evolving and innovating. This paper takes CELINE as an example to study and analyze the current situation and marketing strategies of luxury goods in the era of new media, and proposes corresponding countermeasures and suggestions, in order to provide reference and guidance for the marketing strategies of luxury goods in China.

**Keywords:** luxury; marketing strategy; multi-dimensional marketing; luxury brand; luxury marketing

## 1 Introduction

It is mentioned in "Luxury Brings Wealth" that in the context of moral values, equality and freedom are gradually opposed. The purpose of freedom in the shaping process of life is to show that it is different, so it is opposed to equality.[1] The multi-dimensional marketing strategy is a relatively effective approach that can help luxury brands strengthen their brand image, increase brand awareness, and enhance brand influence, thereby achieving successful transformation. Therefore, the analysis of the current status of multi-dimensional marketing strategies in the luxury goods industry holds significant research and practical value.

In recent years, with the rapid development of China's social economy and the improvement of people's living standards, China has become the world's largest consumer market for luxury goods. In 2022, the sales of luxury goods in China decreased slightly by 4% compared to 2021, reaching a total of 956 billion RMB. Although the market share in the global luxury goods market has decreased, it still accounts for a significant 38%, making Chinese consumers a crucial force in the global luxury goods consumption. China holds an important position in the global luxury goods market. Against this backdrop, many brands are actively undergoing strategic transformations

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or formulating new strategies to cope with the fiercely competitive market environment.

Therefore, the current environment of luxury goods consumption, changes in media environment, and CELINE's exploration of new avenues for marketing and communication in the face of the development challenges of traditional luxury brands are all background factors for this study.[2]

This paper takes CELINE as an example to explore the application and effects of multi-dimensional marketing strategies in luxury goods marketing, and summarizes its key elements.

## **2 Case analysis of CELINE's multidimensional marketing strategy**

CELINE's multi-dimensional marketing strategy in the Chinese market mainly includes two aspects: online and offline.

In terms of online presence, Celine's official website serves as the main platform for online sales of Celine products. Consumers can browse, search, and place orders through the website. In terms of offline presence, Celine has opened brand experience stores in locations such as Shanghai's Nanjing Road and Hangzhou's West Lake, providing services such as fitting experiences. Furthermore, Celine has partnered with renowned Chinese shopping websites, such as Tmall and JD.com, to offer online luxury shopping services to consumers.

### **2.1 Luxury goods are spread through star power---inviting the spokesperson Lisa**

Having a celebrity spokesperson can enhance corporate image, increase brand awareness, and boost product sales. Luxury brands have long understood the power of celebrity endorsement in this regard. So, what are the criteria and considerations for luxury brands when choosing a celebrity spokesperson? The most important factor is whether the celebrity's appearance and temperament align with the overall brand image and positioning. Additionally, the celebrity's level of fame and fashion taste are also key factors that brands take into account.[3]

CELINE, loved by the market, has also found a valuable asset in its first brand ambassador, BLACKPINK's Lisa. Previously, CELINE rarely used celebrities, but in 2020, the brand announced Lisa as its global brand ambassador, adding the strongest wings to the brand.

Lisa herself has a high popularity and a large fan base, particularly in South Korea. In 2020, she made her appearance at the Fall/Winter show, and two related hashtags quickly trended on the global Twitter trends list, ranking first and second respectively. This once again affirmed her worldwide recognition and immense popularity. Searching for "LisaCELINE" on Weibo, we can see that the highest trending topic had a reading volume of up to 380 million and a discussion count of 161,000.

This collaboration not only enhances brand awareness and reputation but also stimulates consumer purchasing. It can be said that choosing Lisa as a spokesperson is an extremely successful element of CELINE's marketing strategy.

## **2.2 Luxury goods with the spread of advertising---CELINE2023 spring and summer women's clothing series released a promotional film**

As a luxury brand, it is important for a company to promote its image, market its products, and increase brand awareness through advertising. A luxury brand advertisement typically embodies the essence of the brand, showcasing its exquisite craftsmanship and visually captivating consumers, enticing them to purchase the products.

In "Decoding Advertisements," Judith Williamson argues that advertisements create the structure of content, thus generating effects comparable to art and religion. [4]

Designers of luxury advertisements cleverly use symbols to guide viewers in appreciating their charm and reflecting on their underlying meanings, shaping their own values and ultimately enhancing the brand's value. [5]

The success of CELINE's 2023 Spring/Summer campaign lies in its perfect fusion of style that aligns with the aesthetic preferences of the brand's younger consumers, combining classic elements with contemporary fashion. According to data from June 2023, the CELINE 2023 Spring/Summer campaign video, released online on November 17, garnered a remarkable 14.07 million views on Weibo, and gained significant traction on video platforms such as Bilibili, with views reaching 351,000. This performance is particularly impressive when compared to the 2021 Spring/Summer campaign video.

## **2.3 Luxury goods use new media to carry out multi-dimensional marketing communication means**

The ubiquitous information network provides abundant and widespread communication resources for brand marketing. Tablets and smartphones, while retaining their traditional functions, have gradually become carriers of information dissemination. Social media platforms such as Facebook, Twitter, Weibo, and WeChat, represent the forefront of social media, have strong timeliness and high interactivity. They allow users to communicate with brands "without time difference," enabling them to experience the unique personality and charm of the brand. [6]

Among many luxury brands worldwide, CELINE has been an early adopter of new media technologies, and today, integrated marketing and communication through new media have become the mainstay of CELINE's brand strategy.

### **2.3.1 Basic overview of brand website.**

When searching for "CELINE" on Baidu, a website with an official logo appears, with the domain name www.CELINE.com. Compared to Louis Vuitton, which has a separate official website with an embedded online shopping feature specifically de-

signed for the Chinese mainland market, CELINE directly establishes an online shopping platform on its Chinese website, making it more convenient for Chinese consumers to make purchases.

The homepage background of the website changes styles according to holidays and the latest product themes promoted by CELINE. Each theme and its accompanying content are different, but the product images are high-end and simple.

The page text is mostly in black and white, using regular fonts sparingly. In terms of content, the CELINE fully conveys the brand image and culture. Both the content and service features meet consumers' expectations for luxury brands in terms of high quality and exclusivity.

### **2.3.2 Overview of CELINE official Weibo account.**

Since Hedi Slimane took over as the Creative Director in 2018, CELINE's digital transformation has significantly accelerated. Prior to this, CELINE was one of the least active luxury brands on social media, and it wasn't until July 2020 that they officially launched their official Weibo account. After three years of development, CELINE has established a relatively stable information release pattern, including topic selection, language expression, frequency, and format.

Through Weibo's features such as comments, reposts, and likes, CELINE not only collects audience feedback on various topics but also quickly gathers opinions and engages with the audience. The most important aspect is that through reposts by celebrities and other users, the brand's publicity can be expanded. Compared to WeChat, Weibo accounts are more open, and once registered, the information posted can be seen by everyone. Moreover, most Chinese celebrities have Weibo accounts with varying numbers of followers. The number of reports, comments, and likes by celebrities can be seen as the target audience reach for brand communication.

On CELINE's official Weibo, topics related to celebrities, especially Chinese celebrities, tend to have the highest number of reposts, likes, and comments. Due to the character limit on Weibo, each post by CELINE is concise and accompanied by carefully selected visuals such as images, videos, and links. This visual presentation effectively conveys all the information to the audience. This approach aligns with the current audience's habits of information consumption and reading, invisibly reaching more users, and laying the foundation for deepening brand impression and fostering customer loyalty.

### **2.3.3 CELINE's operation of their WeChat official accounts.**

CELINE's operation of their WeChat official account and mini program generally follows the three main modules of WeChat operation: content, users, and activities. Firstly, they convey the luxury brand's history, culture, design philosophy, style definition, and fashion trends through various themed text content. Secondly, they maintain customer and audience loyalty by providing relevant services. Thirdly, they increase interaction with WeChat users by launching activities that are suitable for them, thus enhancing the audience's favorable impression of the brand.

Specifically, on the CELINE official WeChat account, this is reflected in the arrangement of themed texts, page module settings, and additional services that cater to user habits. By explaining and analyzing the content and functions of CELINE's WeChat official account, we can see that it serves as a boutique guide for the official website. Some content may not be listed on the official website, but the WeChat articles directly introduce and interpret the product series, which is a clear strategy by CELINE. WeChat, compared to the official website, Weibo, and other self-media platforms, better showcases the advantages of mobile phone mobile clients and user volume. Therefore, by using it as a guide and incorporating the window for direct purchase through the mini program, not only can the brand's design philosophy of each season be quickly disseminated, but the simplified purchasing process of "directly jumping to the mini program" also greatly enhances consumers' desire to purchase and can easily be converted into actual consumption.

In conclusion, through meticulous brand positioning, innovative product design, powerful publicity, and strategies that increase consumer engagement, CELINE has successfully enhanced its brand influence and market competitiveness.

### **3 Effect evaluation**

After implementing a multi-dimensional marketing strategy, CELINE has achieved significant results, mainly in the following three aspects:

Firstly, the brand image has been enhanced. CELINE uses multi-dimensional marketing strategies to showcase its innovative brand image through celebrity endorsements, fashion advertisements, social media, and other channels. This has increased the brand's visibility and reputation, attracting the attention and favor of more new consumer groups.

Secondly, sales have increased. The multi-dimensional marketing strategy makes CELINE's promotional activities more precise and targeted, making consumers more familiar with the brand and, to some extent, promoting product sales. According to statistics, CELINE's sales have significantly increased under the influence of the multi-dimensional marketing strategy.

Lastly, brand influence has been enhanced. Through the use of multi-dimensional marketing strategies, CELINE can communicate brand information through various channels, allowing consumers to have a deeper understanding and identification with the brand. This leads to word-of-mouth effects and further strengthens CELINE's brand influence.

### **4 Conclusion and recommendations**

Through a case study on CELINE's multi-channel marketing strategy, it was found that brand positioning plays a significant role. CELINE successfully repositioned its brand by leveraging its rich cultural connotations and concepts, resulting in a more fashionable and youthful brand image that appealed to a broader audience of young consumers. This highlights the importance for luxury brands to reassess their brand

positioning and cultural connotations during the transformation process, in order to meet consumer demands and enhance brand value and core competitiveness.

Based on the research findings, the following recommendations are proposed:

(1) Luxury brands should prioritize social media communication. Social media has become the main channel for consumers to access information and communicate. Luxury brands should leverage the power of social media to promote their brand and enhance their influence. Collaborating with celebrities and Key Opinion Leaders (KOLs) can increase brand exposure. Additionally, establishing online stores and exclusive apps can improve the consumer purchasing experience.

(2) Luxury brands can further enhance experiential marketing. Traditional product marketing and advertising are no longer sufficient to meet consumer demands for experiences and emotional value. Therefore, luxury brands should organize exhibitions, fashion shows, crowdfunding campaigns, and other events to enhance brand value and increase consumer engagement. This allows consumers to deeply experience the brand's cultural connotations and spiritual strength.

(3) Luxury brands can embrace innovative integrated marketing by incorporating new technologies. In the future, technologies such as Augmented Reality (AR), Virtual Reality (VR), and Artificial Intelligence (AI) will become important tools for multidimensional marketing. These technologies can help luxury brands achieve more vivid and personalized marketing and communication. Luxury brands can enhance the consumer shopping experience through intelligent platforms and products. Additionally, utilizing blockchain technology can ensure brand traceability and protect consumer rights.

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