Gerard Allison
October 17th, 2022
Contemp Design & Lux Market
NYCCT
Gucci brand evaluation

Print & Online advertising





Billboard advertising on an apartment building in Soho Manhattan

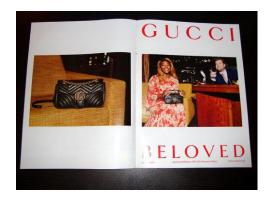
When your girl doesn't notice your new watch Me vs the guy she says I shouldn't worry about







Meme ads ran on Instagram.



Gucci print ad in a magazine.

Social media

- -Adopted the use of memes in their watch ad campaigns to relate to younger generations, this maybe because they were the first luxury brand to embrace e-commerce while other brands thought physical was the only way to go.
- -Modern celebrities are used heavily in advertising and allow the brand to relate to a younger demographic

Instagram account = 49.3M followers Twittet = 6.9M Followers Facebook = 20M page likes Youtube = 821K subscribers

Other accounts, Pintrest, Snapchat, Gucci Podcast on Pandora Radio

Gucci was the first luxury rand to adopt the use of ecommerce, they used strategies such as "pick up in store" and giftwrpping options to give customers a online and in store experience they would enjoy, Gucci ecommerce strategy is looked at as a model for other Ecommerce brands.

5 City Store locaions



New York, 5th Ave.



Houston Galleria



Gucci x Adidas Pop up store



Gucci Chicago.

Margo-Schneier - PR director, Previous PR director for Womens Loius Vuitoon

Previous Events

Gucci Twinsburg - September 23 2022

Description from facebook page, "On Friday, September 23 at 2:30 p.m. CEST, Creative Director Alessandro Michele will reveal his new collection. Stay tuned for the House's live stream of the fashion show, which will feature exclusive access to a behind-the-scenes feed"

Event video link: https://www.facebook.com/watch/?v=472350171463340

Gucci Cosmogonie Live - May 16th 2022

Description from Facebook Page; "On May 16 at 8pm CEST, Alessandro Michele's newest collection for Gucci will unfold on a runway set against the backdrop of the historic Castel del Monte in Andria, Italy".

Event video link: https://www.facebook.com/watch/?v=2131371270364407