

Social Media Strategy Development for Christian Dior

Menucha Libman

Business and Technology of Fashion, New York City College of Technology

BUF 4400: Merchandising and Marketing for Digital Platforms

Professor Bolton

28 July 2024

Executive Summary

This report examines Christian Dior's current social media presence to develop marketing strategies for a proposed 80th anniversary marketing campaign. The anniversary will take place on the 16th of December 2026. Content is scheduled for a thirty two day cycle broken down into three segments:

1. 27th November - 8th December: *Focus* launch campaign, brand produced content promoting doll and couture clothing collection. Include brand ambassador features.
2. 9th December - 17th December: *Focus* birthday celebration content.
3. 21st December - 28th December: *Focus* documentary.

The campaign creates a cohesive viewer experience that is informative, nostalgic, and emotional. On black friday, the global start of the holiday gift buying season, teasers will be released hinting at the brand's birthday plans. The following week the exclusive Christian Dior doll set will be released on November 30th. One day later, January 1st, the first box of the Dior Advent Calendar will be an exclusive bonus outfit for the doll. Additional content will be released leading up to the birthday party on December 16th. The final stretch of the campaign will lead up to the Christmas Eve release of the movie style documentary.

Platform Selection and Justification

	Demographics	Psychographics	User engagement	Content format	Industry Trends
Instagram (Agarwal, 2023)	75% of users are ages 18-44. 49.2% of users are female.	Prefer images.	1.49B accounts expected by 2026.	Photo sharing app with additional short form capabilities. Vertical usage.	Viral trends often carry over from Tiktok.
Tiktok (Howarth, 2024)	25% of users are under 20 years old. 53.4% of users are female.	Prefer fast paced video content.	900M current users.	Short form video content centered on trending audios. (originally a dance based app)	Audio clips trigger trends.
Youtube (Zote, 2024)	36.8% of users are aged 18-34. 45.6% of users are female.	Prefer long form content.	2.49B active users. 100M paying subscribers	Long form video content.	Circular trends: core trends evolve from each other and often re-appear in consistent cycles.

Youtube has seen an increase in viewership in 2024. The average user watches 48.7 minutes of Youtube a day. Combined users watch 1B hours of Youtube per day on a TV screen. This new data is a critical element of this campaign strategy. Audiences will be able to enjoy the documentary on Youtube eliminating the need to release the film on a subscription based streaming service.

Christian Dior Social Media Analytics

	Follower count	Engagement
Instagram	46.3M	- 15-30K likes PP
Tiktok	8M	- 63.1M total account likes - Likes PP: Thousands - Comments PP: Tens
Youtube	4.1M	- 798.2M total channel views

*PP = Per Post

Content Themes

The campaign is intended to celebrate the brand's iconic history, cultural moments, and future. This is done through three main pillars:

1. Doll kits: Limited edition Christian Dior doll with a complete wardrobe of iconic couture pieces.

Promotion:

- a. Instagram - Infeed posts, reels, and stories.

- i. Core content produced by the brand
- ii. Content featuring gen X brand ambassadors.

What I am giving a little girl for Christmas.

This look is my favorite Dior archived couture piece.

I would wear this couture outfit combination to an event.

- iii. #diorpartner content

- b. Tiktok - Short form video content:

- i. Core content repurposed from IG reels.
- ii. Tiktok popular influencer collaborations. Includes content from younger brand ambassadors.

- iii. #diorpartner content

2. Brand Birthday Party: The brand will host a birthday party celebrating iconic pieces and teasing their upcoming 80th anniversary couture collection at 30 Av Montaigne.

- a. Release invitation
- b. Tease attending celebrities
- c. Red carpet live stream and commentary

- d. Create short form video and photo based content for infeed posts, stories, reels, and Tiktoks.
3. Documentary: Movie style documentary exploring the history, culture, and impact of the brand intertwined with a modern romantic story line. Additionally, the doll will be featured in the film.
 - a. Encourage buying the doll set as a holiday gift for little girls and fashion fans
 - b. Release the trailer on the 19th of December.
 - c. Movie teasers throughout the week.
 - d. Promote the film as a 'watch from home Christmas Eve magical experience'.

Calendar and Content Overview

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					27 Campaign teaser day 1	28 Campaign teaser day 2
29 Campaign teaser day 3	30 Release exclusive doll set	1 Day 1 Dior advent calendar	2 Promote doll set	3 Ambassadors promote doll set	4 #diorpartner promote doll set throughout the month	5 Pregnancy announcement collaboration
6	7 Ambassadors promote doll set	8 Promote doll set	9 Party announcement	10	11	12 Nursery reveal featuring doll set
13	14 Tease celebrity attendees	15 Tease celebrity attendees	16 Party day! Red carpet livestream + chat	17 Party content	18	19 Trailer release date
20 Promote at home viewer experience	21 Promote at home viewer experience	22 Promote at home viewer experience	23 Documentary release date	24 Repost USG watching film	25	26 Repost USG receiving doll as a Christmas gift
27	28 Content recap day					

Captions: Lengthy 1-2 paragraphs including technical description of the photo(s) in the post.

Embed tags for relevant accounts in the text. End with 2-3 hashtags (example: #dior #ChristiansPoupée)

Hashtags: #JouerDior #ChristiansPoupée

Keywords: Play, doll, couture, documentary

Visuals:

The doll set will include iconic pieces from the brand’s past eight decades including:

- Dior new look, tulip era, Palladio dress, Princess Diana’s met gala dress
- Saddle bag, oblique tote bag, lady dior bag

Social Media content will be filmed on a custom set inspired by the movie.

Collaboration and Engagement Strategy

Influencers

This campaign does not include any new collaborations. Rather promotional collaborations, through sponsored posts, will be with current brand ambassadors and influencers who are already part of the #diorpartner initiative. These individuals are already vetted; their brands align well with Dior's values and target audience. The goal of these partnerships will include: increased traffic on Dior's social media pages and awareness of the doll set and documentary.

User Generated Content

Viewers will be encouraged to post using the campaign hashtags. USG will be reposted on the 24th and 26th of December featuring viewers watching the film and opening the doll set on Christmas morning respectively.

Interactive Content

The live chat features will be enabled on the red carpet YouTube livestream.

SMART Goals, KPIs, Outcomes

SMART Goals

<i>Goal</i>	<i>Metric</i>
Drive website traffic	Increase www.dior.com traffic by 25% YTD
Increase sales	Increase entry-level product sales by 2-5% YTD
Grow follower base	See KPI chart below

KPIs

<i>Platform</i>	<i>Goals</i>	<i>Benchmark</i>
Instagram	Increase followers: 1M Likes: 20-40K PP Comments: 400-1.5K PP	By the end of December
Tiktok	Increase followers: 100K Likes: 6K PP Comments: 5-30 PP	By the end of December
Youtube	Viewers on live stream: 600K Views on documentary: 1M	Live stream: LIVE Documentary: End of January
Website	<i>Visits</i> : 20M visits during December <i>Bounce rate</i> : lower rate by 10% (month of December should be less than 40% bounce rate)	N/A
Doll set landing page	<i>Click through rate</i> : 12%	Throughout December

References

- Agarwal, A. (2023). *Instagram demographics in 2023: Key audience and creators stats*. Phyllo. [https://www.getphyllo.com/post/instagram-demographics-2023-audience-creators-stats#:~:text=Nearly%2083%25%20of%20consumers%20use,\(Social%20Pilot\)](https://www.getphyllo.com/post/instagram-demographics-2023-audience-creators-stats#:~:text=Nearly%2083%25%20of%20consumers%20use,(Social%20Pilot))
- Howarth, J. (2024, June 12). *Tiktok user age, gender, & demographics (2024)*. Exploding Topics. <https://explodingtopics.com/blog/tiktok-demographics#>
- Zote, J. (2024, March 20). *25 YouTube stats marketers should know in 2024 [updated]*. Sprout Social. <https://sproutsocial.com/insights/youtube-stats/>