



MONACO SYMPOSIUM
ON LUXURY

Emerging challenges in Luxury Marketing



Dr Marika Taishoff

“Nearly 50% of media consumption in the US today is digital, compared to 32% in 2009....as digital consumption has redefined consumer experiences and expectations, many individuals have become unwilling to pay for content that was once purchased, putting advertisers in a tight spot as the traditional media model stalls. Radical shifts in media consumption have torn down barriers to entry, redefined consumer expectations and forged new competitors that are siphoning ad dollars away from traditional media.”

L2 Report on Digital Communications



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Some observations on Luxury Communications

Digital has upturned the channels, content, creation and consumption of media:

- how brands and consumers communicate
- what brands (and consumers) communicate
- when brands and consumers communicate
- with whom brands and consumers communicate
- How much brands and consumers are willing to pay for communications
- Who communicates?
- Communications channels and content

And....

- Why brands and consumers communicate—now more than ever....



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Some trends

- From directional to interactional
- From articles to tweets
- From words to images
- From mass & anonymous to communities & individuals



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Some questions

- What are the new channels and media to reach the luxury consumer?
- Is paper “dead”?
- Is advertising “dead”
- What are the implications on the traditional media models for luxury brands?
- Can “phygital” media create ongoing and lifelong relations with individual luxury consumers?



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Our Speakers

- **Jean Stock**, Luxe TV
- **Laurence Genevet**, EPI Communications
- **Tammy Smulders**, HavasLuxHub

Will address these and other issues.....