

CLASH DE CARTIER

Influencer Project
Niloofar Shariati

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Too much or not enough? Classic or eccentric?
Clash de Cartier cultivates contrasts.



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Cartier





Cartier



Business goal and objective for influencer campaign

- Bring awareness to the collection & promote the theme of our marketing campaign (opposition to sex discrimination)
- Everyone knows Cartier but we want to give Cartier a more modern/socially conscious aesthetic with the use of our selected influencers & the campaign
- Collection gives a unisex vibe, the geometric pointy shape of the jewelry pieces. We want women and men to feel empowered when they wear this collection


Cartier

Campaign Theme

The theme of our campaign is opposition of sex discrimination and the promotion of gender equality. Our campaign will include the use of our 3 influencers: Lily Collins, Olivia Palermo & Johannes Huebl who were all hand picked because of the qualities they possess. These influencers have a huge following that value fashion and specifically luxury.

The pieces from the Clash de Cartier collection are all extremely geometric & unisex designs. We want to compliment these genderless jewelry pieces by having the influencers dress in androgynous outfits (leather suit jackets/ambiguous silhouettes)





Benefits of using an influencer

Increasing brand awareness, building trust with the consumer, reaching a brand's target audience, driving sales conversions, planning content strategies, people have personal connections to a lot of these influencers they look to them for inspiration which means the products they use and brands they love are important.





Challenges of using an influencer

- Followers do not equal influence and although an influencer may have a large following its not always true that these followers have a connection or sense of loyalty
- You can't always tell how directly the influencer's promotion of the product or brand is linked to conversions of sales (things like promo codes you can see the direct line of sales but this is not necessarily an efficient metric)
- Influencers can be unreliable, a lot of horror stories from the industry of influencers not following through on promises especially with small businesses/cancel culture/problematic influencers

Influencers

Negin Mirsalehi



Diane Keaton



Leonie Hanne



Blair Eadie



Anna Dello Russo



Lola Astanova

Influencers Chart

Influencer	Instagram Handle	Nationality/Ethnicity	Category	Followers
Diane Keaton	@diana_Keaton	USA	Actress/pop culture	1.9 M
Lilly Collins	@lilyjcollins	USA	Actress/pop culture	23.9M
Olivia Palermo	@oliviapalermo	USA	Beauty/lifestyle	6.7M
Johannes Huebl	@johanneshuebl	GERMANY	Lifestyle/fashion	1M
Leonie Hanne	@leonnieshanne	GERMANY	Model/lifestyle	3.8M
Lola Astanova	@lolaastanova	RUSSIA	Musician/pianist	1M
Negin Mirsalehi	@negin_mirsalehi	NETHERLANDS	Beauty	6.7M
Anna Dello Russo	@annadeullorusso	ITALY	Lifestyle/fashion	2.1M
Huda Kattan	@hudabeauty	IRAQ/USA	Beauty	49.5M
Blair Eadie	@blaireadiebee	USA	Fashion	1.7M

- Daughter of Phil Collins (extremely famous singer)
- American Actress, she has had a pretty extensive acting career thus far and is only 32 she's a writer (teen vogue/17 magazine) she familiar with a different perspective of the media store
- she's an anti-bully activist (shows her activism side/why she would be a good choice for this campaign)



Olivia Palermo

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Olivia Tedesco Palermo is an American socialite, fashion influencer, entrepreneur, model and television personality. Palermo gained celebrity when she sued socialiterank.com for releasing a letter that was proven to be false. It made a news story on New York





Johannes Huebl (born December 22, 1977) is a German model,[4] photographer and designer

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Johannes
Huebl



Post Schedule

Influencers sent collection pieces.

Individual & Group photo shoot scheduled

Each influencer takes individual pictures in leather outfits with slight variations

Each influencer dressed in the same outfit for the group editorials (leather suits)



Influencers given image assets to post freely on a biweekly schedule

given specific hashtags & caption themes

hashtags:

#clashdecartier

#clashwithdiscrimination

#equalityforall



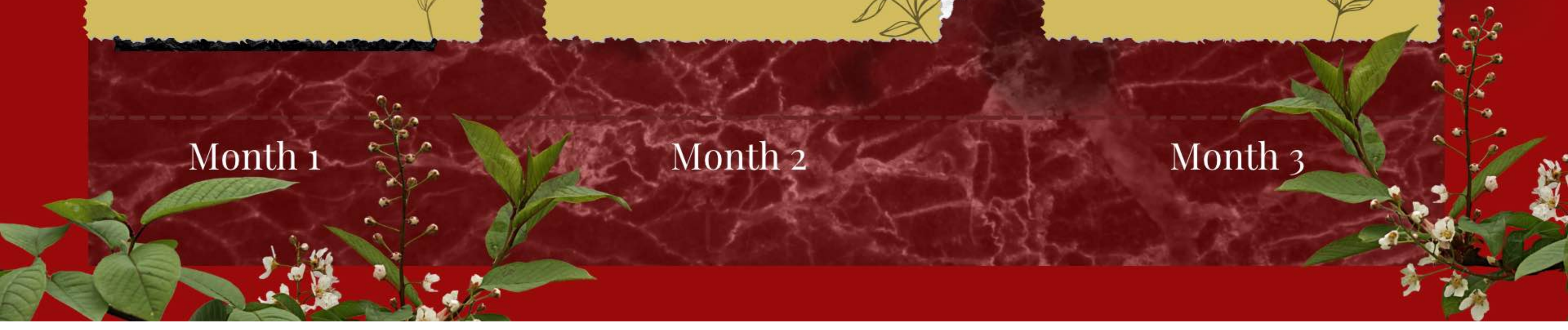
Specific days on the content schedule where each influencer posts the same photo at the same time with matching captions and hashtags. The image assets used for this will be from the editorials taken of all three influencers wearing the same outfit



Month 1

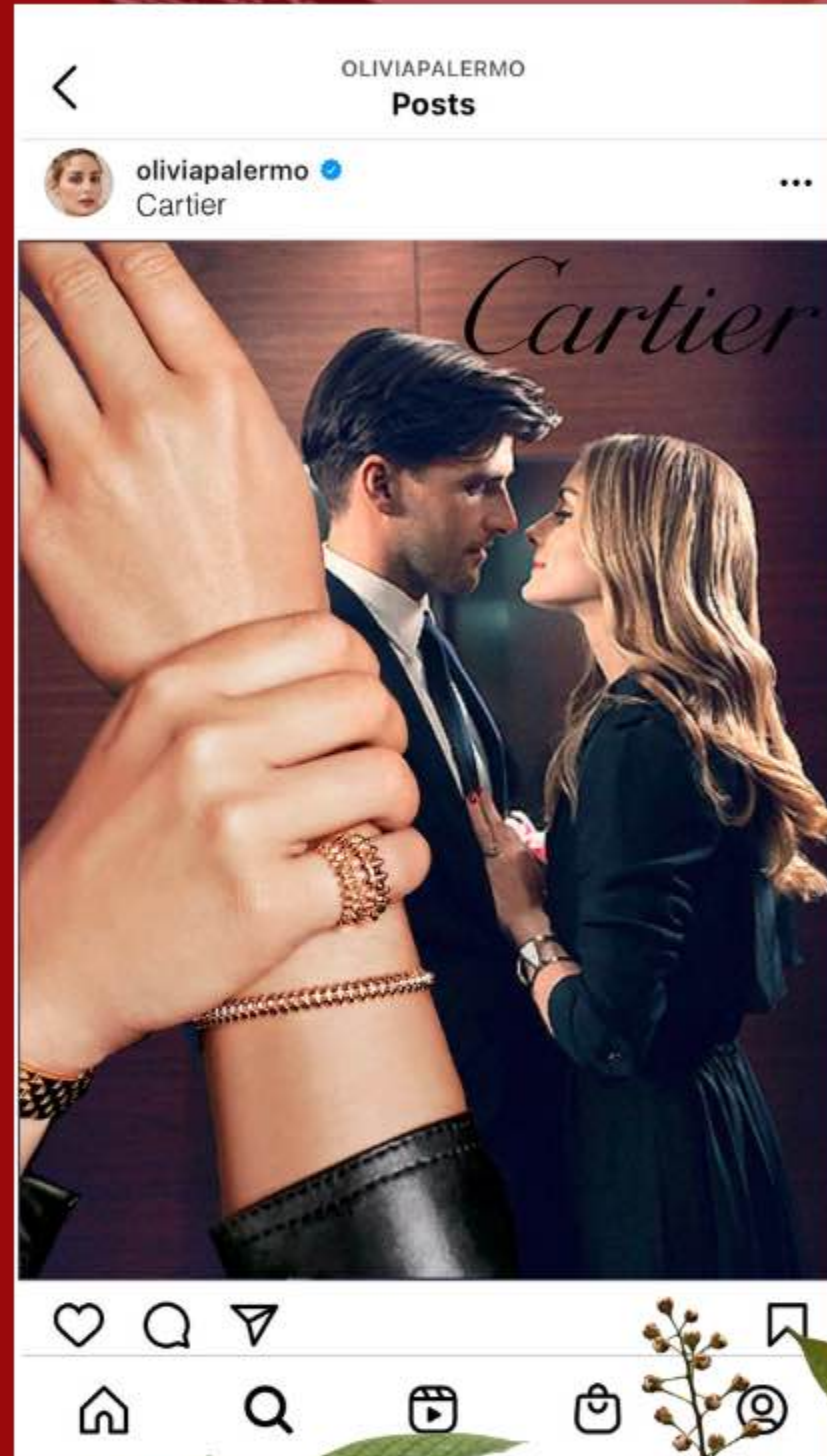
Month 2

Month 3



Post Mockup

#clashdeCartier #ClashUnlimited #lilyjcollins
#oliviapalermobeautey #johanneshuebl #cartier
#cartierHighJewelry #cartierlover



Post Mockup



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Thank You

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