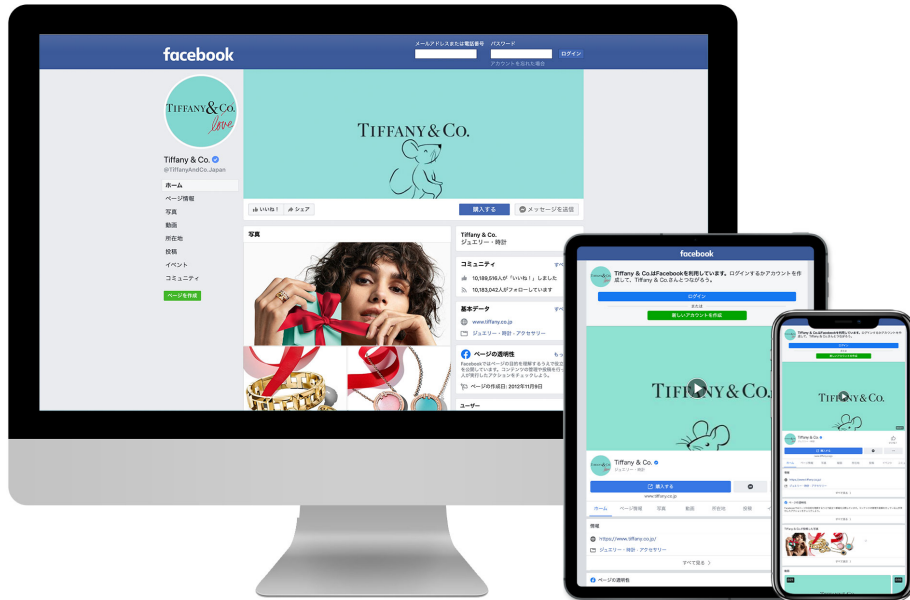


Tiffany & Co. Social Media Management

Connecting the Tiffany brand and the Japanese market for a decade



Project

Tiffany & Co. Social Media Management

Client

Tiffany & Co.

Year

2013

URL

<https://ja-jp.facebook.com/TiffanyAndCo.Japan/>



Solutions

Social Media Strategy

Brand Localization

Market Analysis

Creative Copywriting

Social Media Account Management

The challenge

We have been the conduit between Tiffany & Co. and its Japanese audience ever since the era of the flip phone. For the last 12 years, we have managed and localized the brand's social media presence in Japan. The New York-based luxury brand is known for its witty, sophisticated communications. We convey the spirit of Tiffany & Co. in a way that connects emotionally with local consumers. We built our strong relationship with the brand by localizing content in a way that effortlessly expresses the Tiffany & Co. DNA.

Capturing a distinctive voice

Tiffany & Co. has a particular voice: a sophisticated New Yorker, beautiful and irreverent, as embodied by Audrey Hepburn in "Breakfast at Tiffany's." The brand's communications are highly polished, yet street-smart. However, the wordplay and cultural references do not always translate easily to other countries. Our team of native Japanese and English writers has a deep understanding of Japanese culture and the current zeitgeist. We engage with the brand's Japanese audience through original, sophisticated copy that captures the essence of the Tiffany & Co. message.

Data-driven, responsive approach

We work with the brand's New York and Tokyo offices on a daily basis to craft and refine the Tiffany & Co. voice in Japan. Such regular contact allows us to respond immediately to company updates and global events. Our data-driven reports include insights into Japanese consumer behavior and interaction, with suggestions for improving outreach through local campaigns. Through sharp analysis, responsive communication, and a long working relationship, we continue to strengthen Tiffany & Co.'s brand image in Japan.