



## AGENDA

- I. Introductions: Julie CHARBONNIER & Caroline MOSER
- II. Marketing in the Luxury Industry
- III. Working in the Private Clients Department
- IV. The Luxury Customer
- V. Marketing Campaigns
- VI. Interview Preparation

# I. INTRODUCTIONS

# But first, let's introduce ourselves ...

## JULIE CHARBONNIER



### CURRENT JOB

International Project Manager Assistant for Private Clients Animations  
*Parfums Christian Dior, Neuilly-sur-Seine*

### WORK EXPERIENCE

- Communication & Guest Relations Assistant – *Caviars Petrossian (6 mo.)*
- Client Service Administrator
- Product Allocation Coordinator - *Cartier Switzerland (2 yr.)*
- Retail Assistant

### DIPLOMAS

- MSc in Marketing & Communication, ESCP (2023)
- Bachelor in Hospitality Management, specialisation in International Hotel Development and Finance, GLION (2020)



# But first, let's introduce ourselves ...

## CAROLINE MOSER



### CURRENT JOB

Brand & Communications Specialist Campaigns  
*BMW, Munich, Germany*

### WORK EXPERIENCE

- Campaign & Creative Manager - *Amazon, Munich, Germany (2 yr.)*
- Direct Marketing Assistant - *Zalando, Berlin, Germany (1 yr.)*
- Internships @ L'Oréa / REWE / Les Georgettes in Product Marketing and Digital Marketing in France and Austria

### DIPLOMAS

- MSc in Marketing & Creativity, ESCP (2021)
- Bachelor in International Business, IMC Krems (2018)

## II. MARKETING IN THE LUXURY INDUSTRY

# Marketing, one word for hundreds of options



**Product, brand, price marketing**  
Chief of product, community manager, content manager, brand manager...

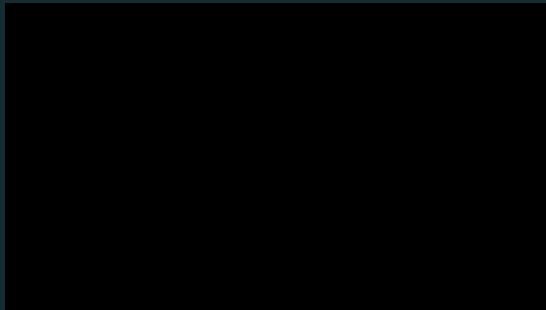
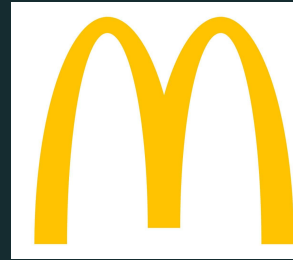


**Operational marketing**  
CRM, traffic manager, chief of operational marketing ...



**Innovation, data, strategic marketing**  
Marketing business analyst, data scientist...

# Marketing, one word for hundreds of options



LVMH

Typology.  
PARIS



*Cartier*

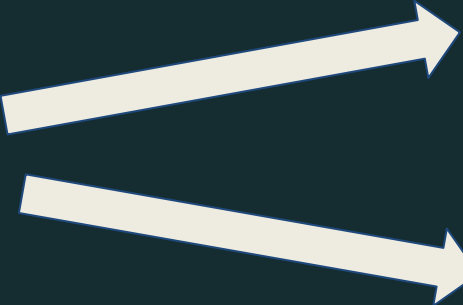




# Strategic choices to make



Assistant Chief of Product



Chief of product

CRM, Retail Distribution, PR...



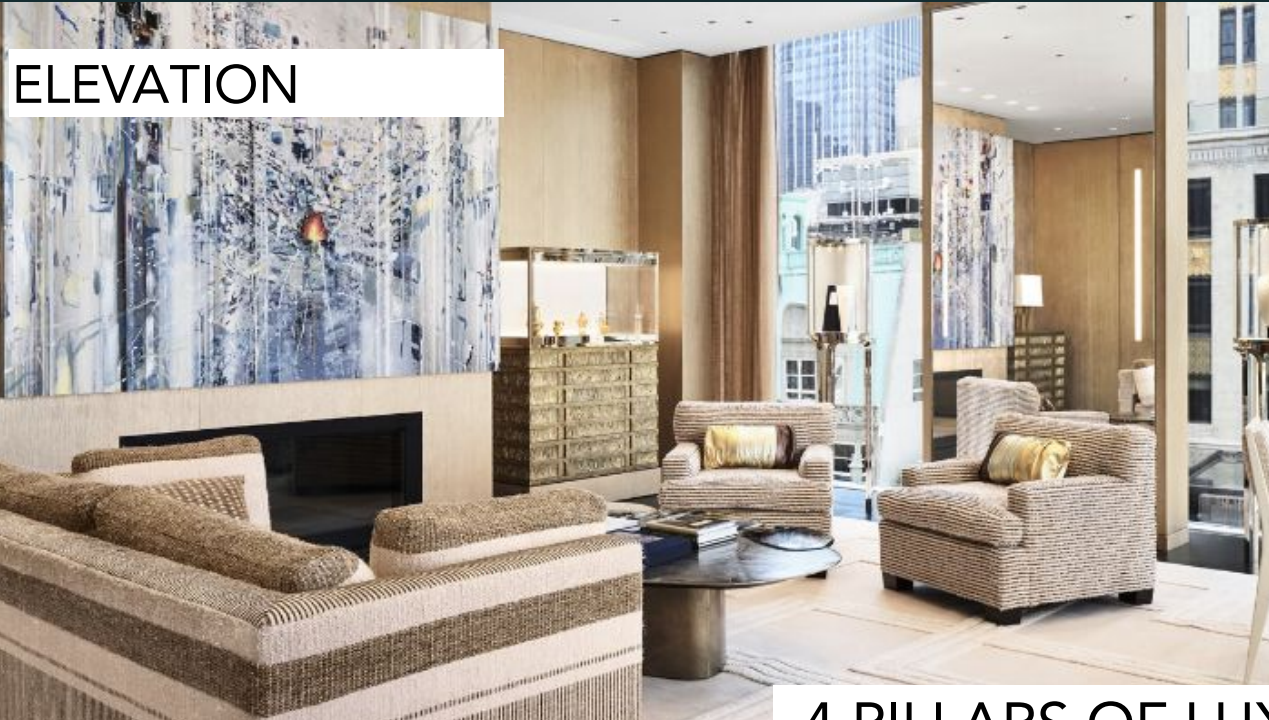
CRM, Retail Distribution, Influence Marketing, PR...



Chief of Product



ELEVATION



EXPERIENCES



4 PILLARS OF LUXURY MARKETING

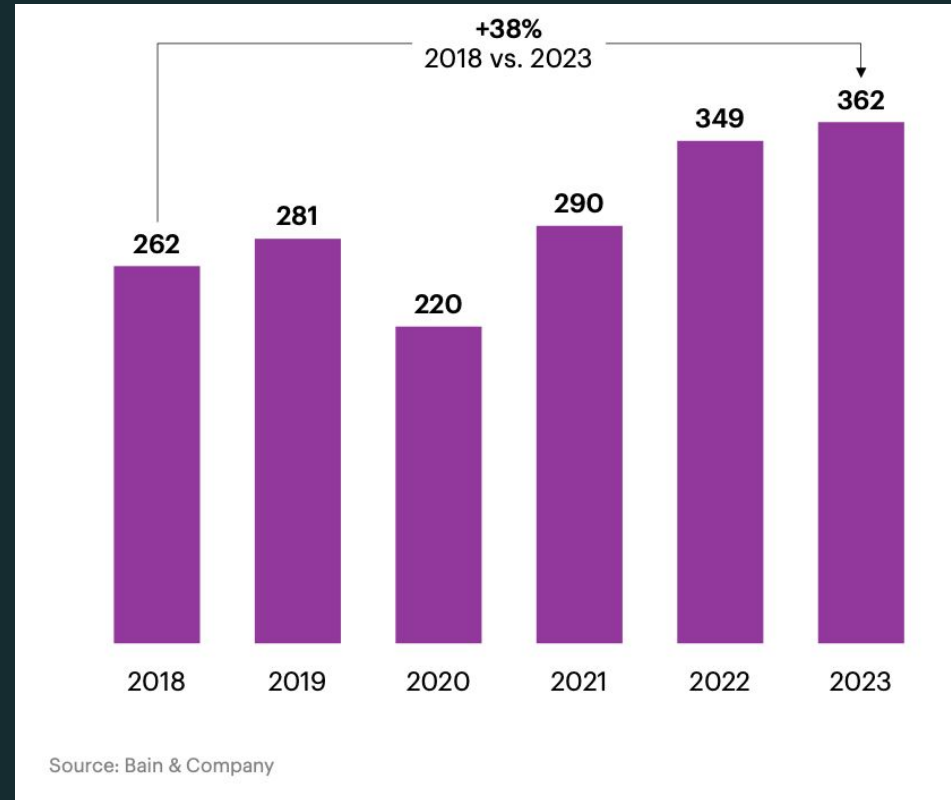
EMOTION



EXTENSION



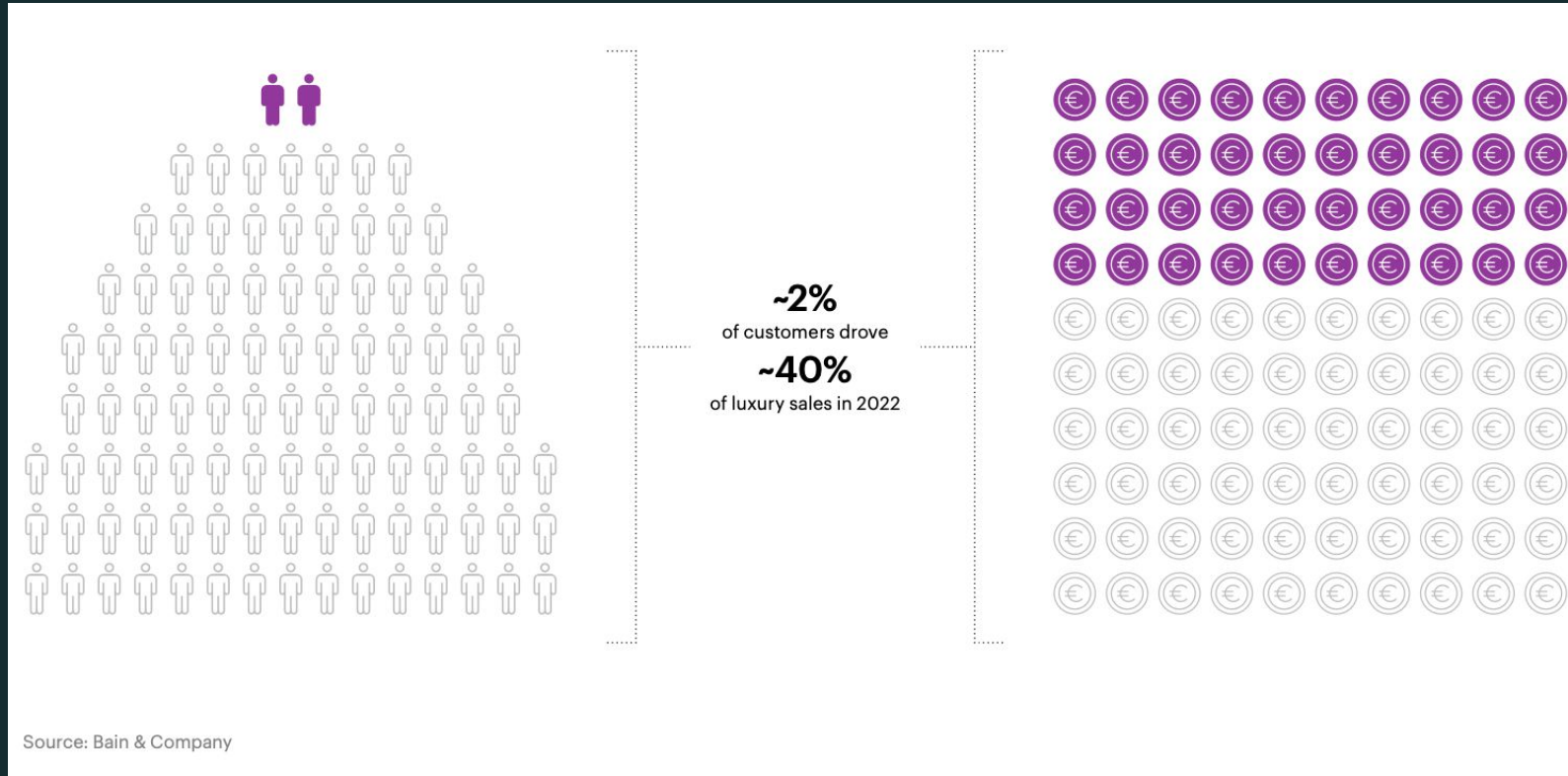
# Focus on the luxury industry post pandemic



Personal luxury goods market  
(2018–2023)  
EUR (billions)



# Selling products to top clients



A sector driven by a few

# III. WORKING IN THE PRIVATE CLIENTS DEPARTMENT



# PRIVATE CLIENTS DEPARTMENT

Attached to the Retail Marketing Department

## OBJECTIVES ?



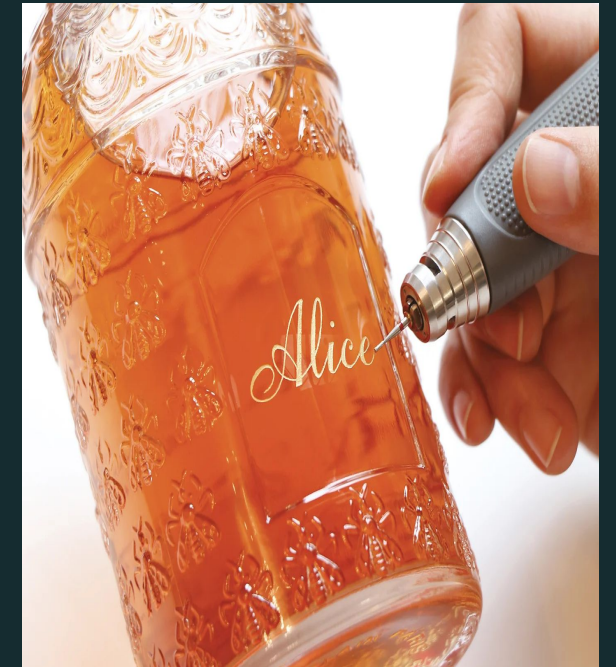
Engage and recruit Private Clients:

Private salons, exceptional pieces



The right experience to the right client:

Tailor-made, exclusivity

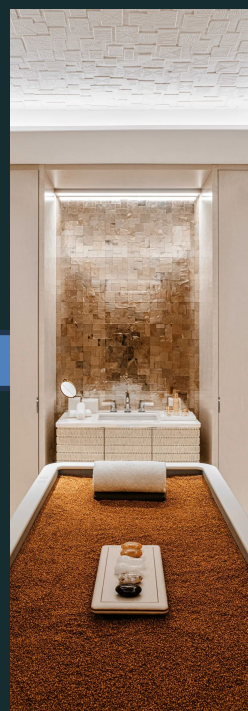


Reward and develop clients' lifetime value:

Loyalty, recognition, personalisation

# BUILDING EXCLUSIVE EXPERIENCES

Clients' journey



Define a strategy with clear objectives

Fix a budget

Determine a target

Build an exclusive animation

Pamper the client, build relationship

Product's discovery

Propose exceptional activities

Gifts

## OBJECTIVES:

- Create memorable memories
- Build loyalty towards the brand
- Be profitable

# IV. THE LUXURY CUSTOMER

# WHO IS A LUXURY CUSTOMER?

There is not a “one size fits all” approach.  
Unless you have a niche product, you will have customers  
who define luxury differently.

## LEADERSHIP

Want to show status.  
Want admiration.  
Want to distinguish themselves.  
Example: Rolex



## LIFESTYLE

Want to express themselves.  
Want to enjoy the experience.  
Want a real brand fit.

## SPORTINESS

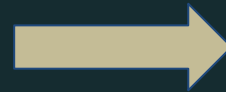
Want to be part of a team.  
Want the best features (sound box, rims)  
to share with the group.

# HOW TO ADVERTISE TO ALL OF THEM?

## EMOTIONS

Customers buy a feeling, an experience. They need to trust you.

Start here...



... to get there.

You want your customers to feel, think and act like your brand. You want to share the same values.

You want to be their friend. You want them to defend you and to speak about you.



# V. MARKETING CAMPAIGNS

# HOW TO GET STARTED?

## 1. Start with a need

Boosting sales? Raising awareness for the brand?

Based on this you choose your KPIs to track (e.g. click-through rate, purchase rate etc.)

## 2. How do you define your need?

Check the data. Especially in digital companies like Amazon you do not start with anything without knowing your data first.

You do not have data available?

- Make a hypothesis and get proven right or wrong.
- Collect data from the markets.

## 3. What data can you look at?

- A/B testing (copy, image, button colour)
- Platforms/channels
- Most purchased/clicked products

But: In luxury marketing, do not forget about the emotions and Corporate Identity.



# DEVELOPING A CAMPAIGN

- Which channels do you need?  
Email, app, social media, paid media, online banners, digital/offline POS, billboards, etc.
- Who is your target group?
- What is the communication objective?
- Any (special) requirements (e.g. safe zones, size)?
- Check conformity with Corporate Identity.
- Produce the campaign in the studio or with AI.  
AI is getting more popular for digital campaigns.
- Roll-out the assets and send to markets to implement.



# SUPPORTING DEPARTMENTS

## 1. SALES

Responsible for the budget and chooses the product focus based on market needs from the business side.

## 2. LOCAL/REGIONAL MARKETING

Get their input as they are closer to the customer to understand the customers' needs.

## 3. OTHER DEPARTMENTS

To get format requirements and understand the different channel needs (e.g. app, email, social, paid, etc.).

## 4. AGENCY

To support with creative ideas and creative/asset production.

## 5. ANALYTICS

To understand the campaign's performance and KPIs.



# VI. INTERVIEW PREPARATION



# WHAT TO PREPARE BEFORE THE INTERVIEW

## Know about the brand/company/industry



- What are their latest product launches/campaigns/news?
- What are their competitors?
- What is the company's or brand's mission and values?
- Where do they sell? Focus on both, offline and online channels and check out the POS.
- What are the key challenges of the industry?

## Link yourself with the position



- What are the key skills for this job? Link them to your experience and repeat the key words in your CV and cover letter.
- What are your strengths and how can they help you succeed in the position?
- Why is your experience relevant for the company and brand mission?
- Why do you want to specifically work there?

# WHAT TO EXPECT DURING THE INTERVIEW

## DO'S

- Focus on why and how your skills and strengths fit the job.
- Know your strengths and weaknesses.
- Know the data (KPIs) for your job.
- Give examples from your past (university projects count too!).
- Think about your social skills.
- Ask for a break to think, if needed.
- Ask questions!

## DON'TS

- Talk about not job-relevant skills.
- Generalities: I love makeup because I like to be pretty.
- Let a weakness speak for itself.
- Pretend to know everything - tell them you are motivated and eager to learn.



# TYPICAL INTERVIEW

## Part 1: YOU

- “Tell me about yourself” - 2 minutes
  - Education, professional experiences
  - Your skills and strengths
  - You and the company
  - You and the job

## Part 2 : BUSINESS / HR

- Job Focus: Why this job/company? Favourite product?
- Business Case: Market sizing, create/analyze an ad or product or packaging, propose an innovation, create a launch strategy
- HR: Team player or for yourself? On the stage or behind the stage? How do you take negative feedback?

## Part 3 : QUESTIONS

Ask a lot of questions to show that you did your research and what excites you about the company. Understand if YOU think you are a good fit. You can also ask about remote work and working hours.

## Part 4 : AFTER THE INTERVIEW

Thank your interviewer via email, recap key points.



# WHAT'S NEXT?

## OFFER

- Congratulations! Make sure to get answers to all your questions before signing the contract: working hours, remote work, location, team, salary, benefits, etc.
- Salary: Do your research what's the fair market value e.g. with glassdoor or kununu.
- If you have an offer but are waiting for a second job offer: Try to get more time.

## REJECTION

- Never ever take it personally.
- Different reasons: working experience, industry experience, salary too high, not the right personality fit, internal candidate.
- Use your interview experience to nail the next one!



# Contact us for any questions !

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