

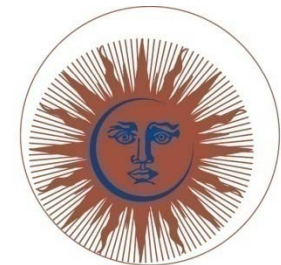
# What the Luxury Consumer is Seeking in Today's Market

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C E N T E R   H O U S E



THE  
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# What will we discuss?

- What is luxury?
- The brand
- How do brands work together?
- How do brands market?
- What would Google do?
- What shapes luxury habits?



## What is luxury?

“Something inessential but conducive to pleasure and comfort; something expensive or hard to obtain; sumptuous living or surroundings: living in luxury.”



# What is luxury?

Luxury is a promise



# What is luxury?

I will give up control and trust that I will  
get quality, service, and enjoy  
ownership of the brand



# The customer

Sensitive

Defensive

Special and confident

Trust



# The customer

Wants to feel special

Confident with whom they are dealing

Builds confidence and loyalty



# The customer

Build reputation

Meld luxury and quality

Stimulate clientele

Build awareness



# The brand

Change is the key to success  
Embrace demanding customers  
Global business designs  
Changing capabilities  
Partnering



## The brand

Hungry for change

Innovative beyond customer  
imagination

Globally integrated

Disruptive by nature

Genuine, not just generous



# How do brands work together?

*Outliers* by Malcolm Gladwell



# How do brands work together?

Community:

Emotional, personal, and business support

Caring and interlocking support



# How do brands work together?

Community:

Shares best practices

Relationship driven

Collaborates



# How do brands market?

Reengineering:

Focus on best customers

Collaborate

Quality of service

Third-party testimonials

E-marketing



# How do brands market?

Reengineering:

Special events

Reward referrals

Surgical marketing

Advertise strategically



# What would Google do?

Dell promised what it would not deliver

Blog incited others to action

Company responded

Complaints fell



# What shapes luxury habits?

Indulgence and expression

Experiences rather than products

Is it worth it?

Emotionally rewarding experience

