

INTERNET

## Roger Vivier uses spinning pineapple GIF to boost sunglasses

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*Roger Vivier flower GIF on Facebook*

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By NANCY BUCKLEY

French shoemaker Roger Vivier is advertising its new sunglass collection through GIFs in both an email campaign and on social media.



The short videos feature images of the brand's sunglasses among drawings of flowers and pineapples. In an email campaign, GIFs tend to hold consumer attention for longer, which increases the chance for click-throughs.

"Gifs have a low resolution, making them load very fast on computers, tablets and mobile phones," said Kimberly de Geer, digital marketing specialist at [Digital Luxury Group](#).

"Videos take longer to load and sometimes require an additional click to get started, whereas gifs are animated immediately," she said.

"Compared to images, the advantage of gifs is their almost "hypnotic" quality - therefore, retaining the viewer's attention span longer than an image.

"Emails remain the best way to reach customers who have expressed interest in a brand (having either purchased online or registered to the newsletter) in a personal way."

Ms. de Geer is not affiliated with Roger Vivier but agreed to comment as an industry expert.

Roger Vivier was unable to comment.

Sunglass wearing pineapples

Roger Vivier sent the advertising email with the subject line “Protect your eyes from sunbeams!” The message was sent one week prior to the official start of summer and features pineapples.

Upon opening the email the Roger Vivier logo appears with the subject line repeated underneath, and directly below is a GIF.

The moving image is of four pineapples spinning in the center. Each pineapple is wearing a pair of the same sunglasses and in the middle of the group, there is one larger pair of the glasses.

Behind the center cluster, there are smaller groups of four pineapples, all with the same sunglasses.

The pineapples are all wearing the glasses near the top of the fruit, making the leaves look like hair.



*Email campaign*

The email offers subscribers links to the brand's collections, Ines' little diaries, stores,

digital boutique, Facebook page and the link to download the iPhone and iPad applications. Also, the GIF leads to the Roger Vivier homepage.

Roger Vivier's collections link bring consumers to its Web site and offers the choice to see the images of the collections or a video. The Ines' little diaries are a collection of behind-the-scenes videos featuring the brand ambassador, Ines de la Fressange.

The stores link leads to a list of the brand's locations. The online boutique leads to the ecommerce shopping portal, but the site is currently under a temporary construction.

Roger Vivier's Facebook page offers another GIF for a different pair of sunglasses from the collection.


The app lets consumers choose between news, spring-summer collection, stores, Ines' little diaries and Miss X Game.

[prev](#)

# Roger Vivier

[home](#)

06/06/2014



**PROTECT YOUR EYES FROM SUNBEAMS!** [share](#)

When the first rays of sun start to shine, sunglasses are the must-have accessory to complete your look.  
Bubble, Flight or Belle Vivier: arbour your favorite model to protect your eyes in chic and elegant style.

[share this application](#)[credits](#)

## *Roger Vivier iPhone app*

The Miss X Game is a Pac-Man-like arcade game with a purse being chased by scissors. The purse is trying to collect other items from the Roger Vivier collection before it is clipped by the scissors.

Roger Vivier's news option leads to an app version of the email. Consumers are reminded again to "protect your eyes from sunbeams!", but this time the GIF is replaced by a real pineapple wearing the glasses.

The single, seven-second GIF gave the brand an additional spin on its email campaign and a way to market other facets of the company.

### Attention grabbing

Adding something unusual like a GIF in an email campaign expected to be read on a mobile device can create more interaction and awareness among consumers.

For instance, French fashion label Chloé placed a moving image front-and-center in an email blast for its Baylee accessory collection to catch consumer attention.

To illustrate the fact that the small leather goods featured were different colors on either side, the brand used a GIF style image in which the accessories disappear and reappear in various hues. Since the imagery used in email marketing is typically still, this ad will likely stand out in consumers' inboxes ([see story](#)).

The movement in the email may grab the attention of readers better than a still image.

For example, U.S. department store chain Barneys New York took its gift guide into Tumblr territory with a series of GIF animations featuring holiday products.

The "GIF Guide" showed items moving in whimsical ways, and was published on both the store's blog "The Window" and its Tumblr. Using GIFs instead of still photographs is a colorful way for the retailer to capture its audience's attention, and prove it is a modern, tech-savvy retailer ([see story](#)).

The awareness a GIF generates, as opposed to that of a still image, allows brands to better grasp consumer attentions while creatively displaying a product.

"Simply put, emails with animated gifs perform better," said Matt Caldwell, VP of Creative at [Yesmail](#), Portland, Oregon.

"In six side by side tests over the past three years, with five different clients, four animated gif versions of a given email campaign won a side by side test," he said.

"More importantly, the emails with the animated gifs had higher click-to-open rates.

"Gifs are also easier to add than embedded video, so long as they're less than 100k in size. And, of course, gifs are more eye-catching than static images."

### Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/A6KgFPGVvfU](https://www.youtube.com/embed/A6KgFPGVvfU)

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