

MOBILE

## Domaine Chandon creates mobile ad to showcase limited-edition bottle

July 3, 2014



*Domaine Chandon limited edition*

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By NANCY BUCKLEY

LVMH-owned Domaine Chandon is featuring a mobile banner advertisement on New York magazine's The Cut to showcase its limited summer edition.



Chandon's mobile ad features a hashtag, and the click-through leads consumers to a microsite about the special edition bottle that includes a video, images, social media links and recipes. The creation of a mobile ad highlighting a hashtag for a special edition product is likely to attract the brand's younger and more digitally-connected audience.

"Our customers are digitally-savvy and they are using their phones as their first screen, so we are using mobile ads to reach them," said Korinne Munson, director of communications at [Moët Hennessy USA](#), New York.

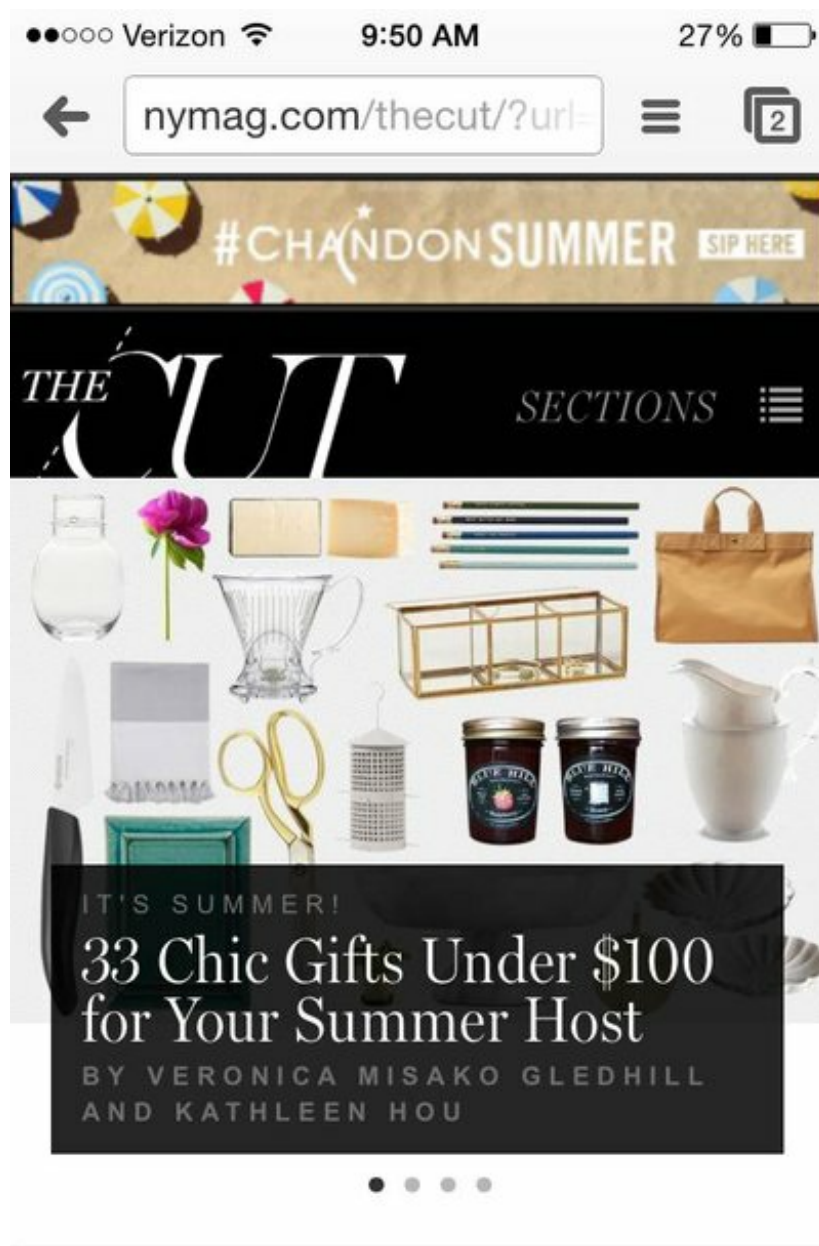
"The use of the hashtag, especially with our limited-edition model is very much that it is happening for a short time and the conversation is something that is happening on social media," she said.

"If our customer is on mobile, then they are using social media. The bottle is very visual so people have a tendency to be on Pinterest, Instagram and Twitter to share images of

the bottle.”

## Mobile edition

Chandon's mobile banner features the branded hashtag #ChandonSummer and invites viewers to “sip here.” The click-through to the mobile site for the Chandon summer edition leads immediately to the colorful bottle lying in sand among umbrellas.



## THE LATEST

9:17 AM

### Someone Give This Craigslist

*Chandon mobile banner ad on The Cut*

The next screen down welcomes the viewer to a Chandon summer, a place where the sun is always shining and there are always cocktails and fun in every bottle. Also, the history of the summer edition is explained.



*First image seen on microsite*

Since 2012 the brand has created a summer bottle that captures the spirit of the season. This year's bottle was inspired by seaside dreams and poolside parties.

This summer's bottle is called Chandon's 2014 "American Summer" Limited-Edition and features different shades of red, white and blue.

The site also hosts a video that discusses summer entertaining ideas with designer Jonathan Adler, who created a serving tray that corresponds with the bottle and the idea of summer parties.

Embedded Video: [//www.youtube.com/embed/B5O-wiF8hE0](http://www.youtube.com/embed/B5O-wiF8hE0)

*Johnathon Adler and Chandon video*

Also, the microsite features three recipes, all including Chandon.



#### *Recipe on microsite*

The microsite is bright and simple to read, and it is also easily viewed on a mobile device. It includes links to the ecommerce site for the limited-edition bottle.

"The click-through brings the consumer to the microsite which is for two reasons," Ms. Munson said.

"One is because it is a limited-edition so in the past people were wondering where to find it so the microsite is to make sure that the consumer can find the product and two is because of the lifestyle content," she said. "And the work with Jonathan Adler the video and other content will be relatable to people who are fashionable which The Cut is."



"We wanted to give the where, the how, and the what as to what this is and where consumers can get it. The microsite hones the messaging down- 'if this is what you want this is where you can get it.'"

## Specific consumers

Mobile advertisements create a direct connection to the mobile user, narrowing the target of the ad. By creating a mobile ad that highlights a limited-edition, brands are able to market a pointed topic to a narrowed audience, potentially creating a stronger bond with the consumer.

Similar to Chandon, Italian fashion house Gucci sparked interest in its limited-edition Guilty fragrance bottle with two advertisements on WWD's mobile site to appeal to the fashion-forward readership.

Gucci's ads on WWD featured both the men's and women's versions of Guilty with the brand's interlocking G emblem illuminated. The words "limited-edition" may have distracted readers from WWD's articles more so than if it had only showed the name of the fragrance ([see story](#)).

Also, Italian fashion house Dolce & Gabbana launched a limited-edition of its scent Light Blue and had created a microsite to solely promote the fragrance.

The microsite allowed consumers to learn product's ingredients, the concept behind the scent and information about the video campaign. Dolce & Gabbana's separate microsite allowed the brand to promote a fragrance through narrowing in on the specific product, which can more readily spark the consumer's interest ([see story](#)).

A limited-edition product tied to a microsite give brands reasons to target a specific audience with an unambiguous topic. Main Web sites of brands can often be too general and distracting, whereas a microsite can focus on a single subject and better engage the consumer.

The use of a microsite on mobile creates an even more specific engagement with the consumer.

"Mobile is the urban customer's primary channel for information," said Melody Adhami, president and chief operating officer of [Plastic Mobile](#), Toronto.

"Whether on the go, at work, or at home, the Web is most likely to be viewed on a mobile device," she said.

"Ensuring that the Chandon's advertisement is front and center on the mobile stage of on-the-go New Yorkers gives the company access to their primary audience for this red, white and blue campaign.

"The Cut has set a standard of expectation with its consumers of luxury, which aligns with the Chandon brand."

## Final Take

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

Embedded Video: [//www.youtube.com/embed/rmwCZkAQA8Q](https://www.youtube.com/embed/rmwCZkAQA8Q)

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