

MOBILE

Top 10 luxury brand mobile marketers of Q2

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Consumer checking in during Fabergé's Big Egg Hunt

By SARAH JONES

In the second quarter of 2014, marketers focused on applications that provided value to consumers, either for function or fun.

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Some brands used geolocation technology to aid a scavenger hunt or make driving more adventurous, while others enabled their fan's creativity to shine with interactive art creators. As consumers turn to their mobile devices more throughout the day, having a branded app can help marketers reach consumers.

Here are the top 10 mobile marketers from the second quarter of 2014, in alphabetical order:



Ralph Lauren egg from Fabergé hunt

Fabergé's Big Egg Hunt

Russian jeweler Fabergé hosted a fundraising event in New York, which claimed to be the largest public deployment of Bluetooth-enabled beacons, giving participants in a citywide egg hunt a way to access clues, rewards and other information.

The Big Egg Hunt benefited two nonprofits: Studio in a School and Elephant Family. For the event, more than 200 egg sculptures, each created by a leading artist, designer or creative, were placed around New York, with consumers encouraged to find and check-in at the eggs as well as bid on them via a mobile application.

To participate in the egg hunt, consumers are encouraged to download Fabergé's The Big Egg Hunt mobile app to unlock clues as they hunt for the eggs.

Using the app, consumers were able to check in when they found an egg. The location of a specific egg remained a secret until 10 people have checked in for that egg. After that, the egg's location appeared on a public interactive map ([see story](#)).



Consumer design from Fendi's myBaguette app

Fendi's myBaguette app

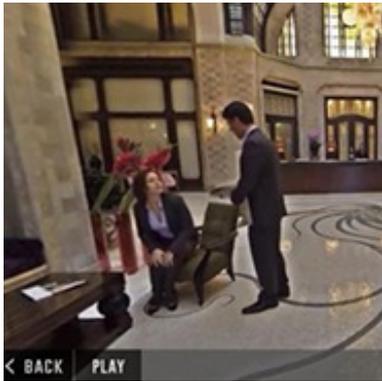
Italian fashion house Fendi is connecting with aspirational consumers through a new mobile application for tablets that uses its Baguette as a blank canvas for creativity.

Through the "myBaguette" app, consumers can virtually paint their own Baguette and share it with a community of other registered users. This app creates an interactive experience for consumers regardless of their ability to purchase a physical Baguette, and will further fans' loyalty to the brand.

In the editor, buttons at the bottom of the screen allow consumers to pick the color, brushes and effects they want to use. Next to that, consumers can switch the side of the bag they are painting.

Brush strokes include a line of stars and a splatter pattern, while effects allows the consumer to put a filter on their bag or upload a photo from their device to go onto the Baguette.

Consumers can save and share their Baguette with other users in an in-app gallery once they have logged in ([see story](#)).



Four Seasons Budapest Room360 app

Four Seasons Budapest's 360-degree tour

Four Seasons Hotel Gresham Palace Budapest is letting prospective guests explore the property beforehand with a 360-degree immersive application.

The Room360 app uses spherical filming technology for relatively seamless tours of the property's interior. As consumers continue to increase the amount of research they do prior to a trip, brands will have to meet the demand with similar apps and content.

Four Season's Room360 app strives to be an all-in-one research and companion app. Prior to a visit, guests can tour the property, learn about hotel amenities and local attractions and also make reservations. The app also links to social pages so guests can discover the latest news. Voice narration accompanies some of the filmed tours.

As a film of the property runs, users can freely rotate the app as if moving through different parts of the property. Virtual guests can travel to areas of the hotel including suites, the bar, the restaurant and the pool. Consumers can also use the touchscreen features for mobility.

During a stay, guests can use the app to request information, communicate with the front desk and book services. Business guests can conduct video conferences through the app ([see story](#)).



Krug's Krug ID app

Krug ID app

French Champagne house Krug is telling the story of individual bottles through a new mobile application that scans a bottle's identification code found on its label.

A Krug ID is found above the barcode on the back label of each bottle of Krug's Champagne and can be typed into a Web site portal to learn more. With the app, Krug IDs can be scanned at a moment's notice and will be better suited for the mobility of today's affluent consumer.

Once an account is set-up on the app, the consumer can read through Krug Stories where both the brand and other users post about bottles they have recently tasted. When a user posts to the Krug Stories forum, the type of Champagne and that bottle's unique Krug ID number are listed to create a virtual collection long after the cork has been popped ([see story](#)).



Michael Kors Jet Set event

Michael Kors' Shanghai event immersion

U.S. fashion label Michael Kors sustained the atmosphere from the Jet Set collection debut for its Shanghai, China, flagship with a 360-degree application that ferries fans through the celebration.

The brand introduced the store with an exclusive runway show, 3D visuals and various projections. In addition to an encapsulating microsite, Michael Kors is giving fans a sense of the evening's progression and what it would have been like to attend with the MK360 app.

Michael Kors' app takes consumers on a whirlwind tour of the festivities, gliding along

Shanghai city streets before entering the hangar where the event was taking place. The label's eponymous designer and friends are shown partying, and consumers are also given a glimpse of the atmosphere, including the installations and fashion show.

When the app's rendition of the evening concludes, fans are invited to replay to get new angles or share the app and can also redirect to the microsite ([see story](#)).



Montblanc WeChat screenshots

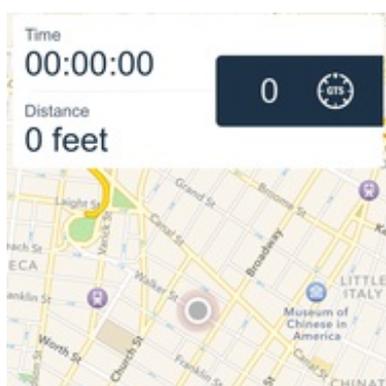
Montblanc's WeChat game

Germany's Montblanc, maker of writing instruments and watches, is aiming to increase engagement among Chinese consumers through an in-application game on social network WeChat.

With approximately 396 million active users per month, WeChat is seen as a gateway to interacting with Chinese consumers on mobile. Montblanc's game, "Daban," is being hailed as an unprecedented move by a luxury brand as it goes beyond the traditional touchpoints used on the social channel.

The game promotes Montblanc's interpretation of Daban, which directly translates from Chinese to mean "big boss." In this case, the brand is promoting its ideal Daban, meaning a consumer who "behaves in line with the brand's values of elegance, sophistication and leadership," according to Montblanc.

To play, Montblanc followers must submit photographs of themselves or a friend. Once uploaded, the community of Montblanc enthusiasts will rate the photo to determine if the individual possesses the characteristics of a Daban ([see story](#)).



Porsche GTS Routes app

Porsche's GTS Routes app

German automaker Porsche is unifying the community of GTS Boxster owners with an application where drivers can design and share routes.

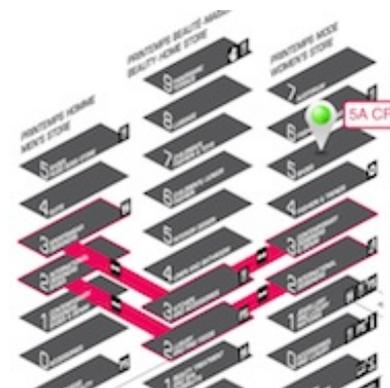
GTS Routes enables drivers to explore some of the most thrilling routes throughout the world, while adding to the repository for other users. The focused, practical nature of the app and the community-driven ranking system will likely appeal to GTS Boxster enthusiasts.

A "Drive" section in the app allows users to design their own routes that can then be shared with other app users. Conversely, users can access the shared routes of other drivers.

While navigating a route, a GTS moments indicator occasionally pops up when the app senses an unusually fun moment has occurred. These icons are affected by twists and turns, not by speed.

Porsche-designed routes, denoted by a brand insignia, feature extensive route descriptions and images.

"The GTS Routes app presents a fabulous way to not only provide drivers with more value from their cars, but also to build a broader Porsche based network of driving enthusiasts," said Shuli Lowy, marketing director of [Ping Mobile](#), New York ([see story](#)).



Printemps geolocation app screenshot

Printemps' geolocation app

French department store chain Printemps is helping consumers find exactly what they are looking for in-store with a new mobile application.

The app uses geolocation to let users pinpoint brands, services and their friends inside the chain's 468,000 square foot Paris Haussmann flagship. Since consumers are very likely to be on their mobile device while in-store, it made sense for a retailer to aid their shopping experience with an app.

Once Bluetooth is enabled, consumers can see their location plotted on a map. They can also search through brands, restaurants and services offered in the store to have those marked on the map.

To find friends, consumers can either create a group, which will give them a passcode to give to their friends, or join an existing group ([see story](#)).



Pucci Scarfie app

Pucci's Scarfie app

Italian fashion house Emilio Pucci adapted the selfie trend for its audience with a new iOS app that allows consumers to overlay one of its scarves over a photo.

In the "Scarfie" app, consumers can select from six different styles of scarves, each with different color options. Once a style is chosen, a camera icon appears on the individual scarf page that takes the user to a page where she can generate her scarfie.

Consumers can either take a photo of themselves using the device's camera or choose a photo saved on their phone. The user can then choose from three different styling options, including wearing the scarf as a bracelet or headscarf, and superimpose it on their picture.

Scarfies can be shared on social media or with the brand.

This app will likely appeal to both Pucci consumers curious what a scarf will look like before buying online and aspirational consumers who want to show their loyalty to the brand through photos ([see story](#)).



SPG Google Glass

Starwood's Preferred Guest Google Glass app

Starwood Hotels and Resorts is anticipating the potential surge in consumer interest for wearables with a new Starwood Preferred Guest application for Google Glass.

Designed by the conglomerate's in-house team, the app leverages Google Glass's

functionality while carrying over basic components of its conventional SPG app. Starwood will likely be applauded by the growing number of wearable advocates who are pushing to make Google Glass and similar items more mainstream.

The Google Glass version of the app lets guests take care of a number of travel matters. For instance, guests can search and book rooms at Starwood's nearly 1,200 properties by destination or airport code. Photos from hotels and nearby areas can also be viewed.

Perhaps most apt for Google Glass, users will be able to get turn-by-turn directions to properties. The team at Starwood took advantage of Glass's voice command and geo-location functions for this capability ([see story](#)).

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/HYz2rYCWwR4](http://www.youtube.com/embed/HYz2rYCWwR4)

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