

MOBILE

Patek Philippe uses minimalism in mobile ad to showcase history

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Patek Philippe ladies watch

By NANCY BUCKLEY

Switzerland's Patek Philippe is promoting the history behind the brand with a simple mobile advertisement on Women's Wear Daily that leads to a timeline of the watchmaker.



The minimalistic ad features only a few words and no images, with a click-through to the homepage of the brand's Web site which features a timeline showcasing the brand's historical moments. The use of a simple ad and historical landing page promotes Patek Philippe to an audience of fashion-minded individuals while celebrating the brand's storied past.

"These ads appeal primarily to WWD's key consumer group: affluent, high-income earners," said Gay Gabrilka, vice president of media at [HipCricket](#), Bellevue, WA.

"Affluents embrace technology and digital media, including advertising that has a direct connection to their buying habits," she said. "However, Patek Philippe does a smart job with the banner ad not to over-think it by simply using the power of the brand name to entice the consumer to learn more.

"This not only engages consumers who already know Patek Philippe, but it also

introduces the brand to new consumers by leveraging the power of brand and its long history.”

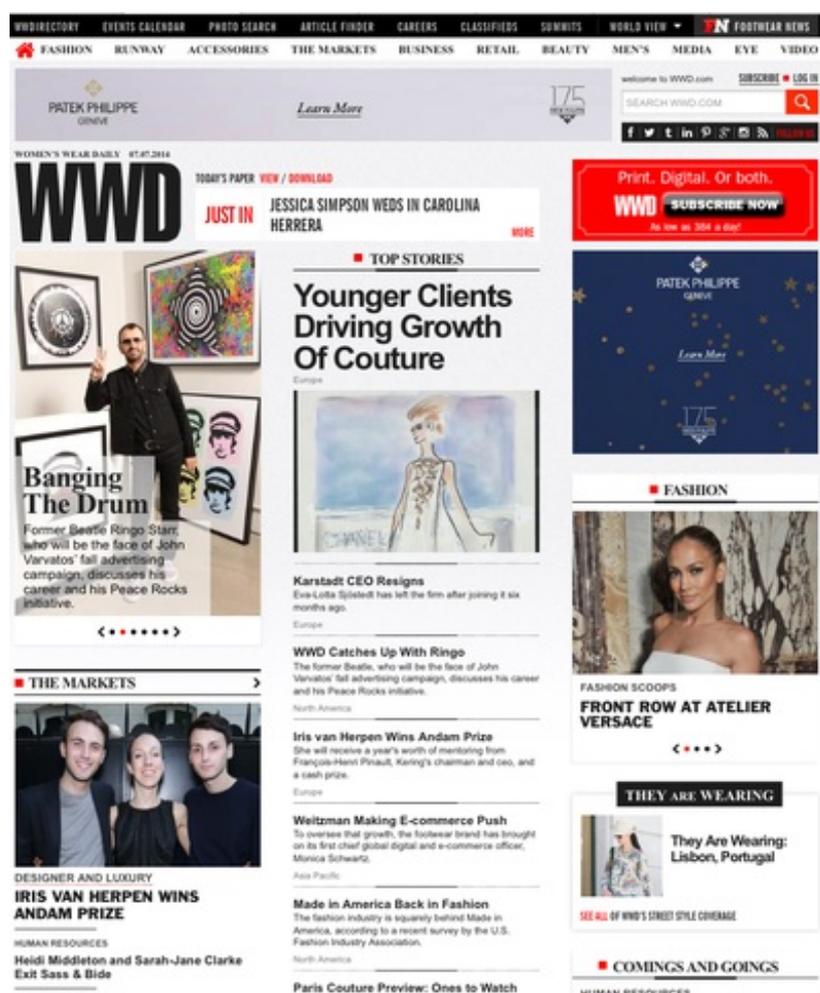
Ms. Gabriliska is not affiliated with Patek Philippe, but agreed to comment as an industry expert.

Patek Philippe was unable to comment by press deadline.

Mobile minimalism

The mobile ad appeared on the homepage of Women’s Wear Daily as a light gray banner ad with Patek Philippe in the left corner, 175 in the right corner and “learn more” in the center.

Also, the simplicity of the ad makes it stand out among the cluttered words and images on the homepage.



Mobile Women's Wear Daily site with Patek Philippe ad

Once clicked upon, the ad leads the user to the brand’s homepage that showcases a large image of Antoni Patek, the brand’s founder.

Directly below his picture is a timeline with the years of the brand’s existence listed with colorful dots above the important years.

The timeline is interactive and allows the viewer to click the year they are interested in or drag their finger to extend to earlier or later years.

Underneath the timeline are articles about the brand's history.



Click-through page

Patek Philippe's mobile site does not feature the same aspects as the non-mobile version. On a desktop, the image of Mr. Patek turns into a video about the founder and the brand.

Also, on the desktop Web site, the timeline expands and explains the meaning behind each color.

Simple history

Mobile ads adhere to the digitally connected individual and allow a brand to reach out to like-minded consumers via sites like Women's Wear Daily. The simple ad on a popular mobile site gives brands a quick and easy way to advertise to consumers.

For instance, jeweler Tiffany & Co. grabbed the attention of The New York Times mobile readers with a simple advertisement featuring the signature Tiffany blue behind a single bangle bracelet.

Found on the right side of the page in a vertical box adjacent to the article's feature image, the ad relied on sparse imagery to grab the reader's interest. The single bracelet with Tiffany's logo written underneath offered a quick and comprehensible glimpse into the brand ([see story](#)).

Also, French jeweler Cartier promoted its "Style and History" exhibit in the Grand Palais in

Paris with a mobile ad on the New York Times style section to spur travelers to visit the display if in the city.

Cartier's ad led consumers to a portion of its Web site dedicated to the history of the jewelry house, rather than information about current collections. With this ad, Cartier was able to inspire consumers to learn more about the house through its Web site ([see story](#)).

Simple mobile ads that lead to the history of a brand likely generate a stronger understanding and bond between the brand and the consumer.

"Mobile advertisers are fighting for our attention so it is vitally important for brands to make sure their message is clear, concise, inviting and in the case of Patek Philippe, invoke a personal connection," Ms. Gabriliska said.

"Many brands make the mistake of taking a shotgun approach to mobile advertising," she said.

"Patek Philippe took a very precise approach by delivering a simple, yet effective message to engage consumers to interact with their advertising and learn more about the brand."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/_DTBwKBl8kc](https://www.youtube.com/embed/_DTBwKBl8kc)

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