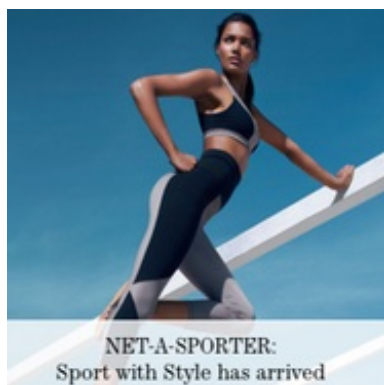


MOBILE

Net-A-Porter advertises new activewear on The Cut

July 10, 2014



Net-A-Sporter launches

By NANCY BUCKLEY

British online retailer Net-A-Porter is advertising its new sport collections on the Fashions section of New York magazine's The Cut.



The banner mobile advertisement encourages consumers to "sport in style" by clicking on the ad that leads to Net-A-Sporter, the brand's recently launched activewear section, and encourages the user to download the Net-A-Porter application. The ad featuring the familiar name, Net-A-Porter, will likely encourage current consumers to click-through and learn about the new addition to the Porter family.

"Net-A-Porter is a mobile-first brand, with their native apps and mobile-optimized Web being their audience's primary channel for browsing and shopping," said Melody Adhami, president and chief operating officer of [Plastic Mobile](#), Toronto.

"The Cut also has a predominately mobile user base," she said. "Therefore, having a Net-A-Sporter ad placed on another mobile friendly channel where the audience demographics are similar is very appropriate, making The Cut a safe portal for Net-A-Porter to promote a new product line."

Ms. Adhami is not affiliated with Net-A-Porter, but agreed to comment as an industry expert.

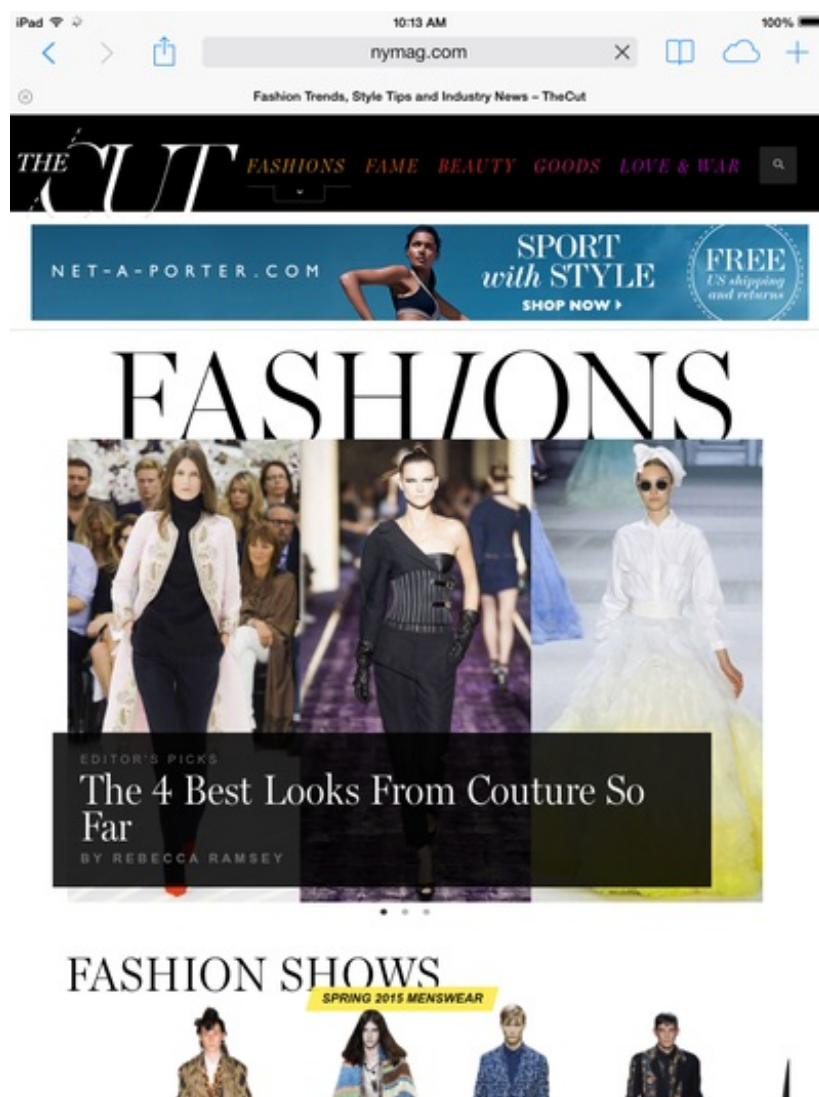
Net-A-Porter was unable to comment by press deadline.

Sporting a new collection

Net-A-Sporter launched July 9, the same day as the mobile ad on The Cut.

Prior to the launch of Net-A-Sporter, the retailer carried activewear from a number of designers, but this will see an expansion of merchandise, representing more sports and activities. Through this, Net-A-Porter will serve as a more well-rounded clothing destination, allowing its consumers to turn to the retailer for fashion-forward gear (see story).

The ad features a woman in a sports bra with "sport in style" next to her. It also informs consumers of the free shipping and returns in the United States.

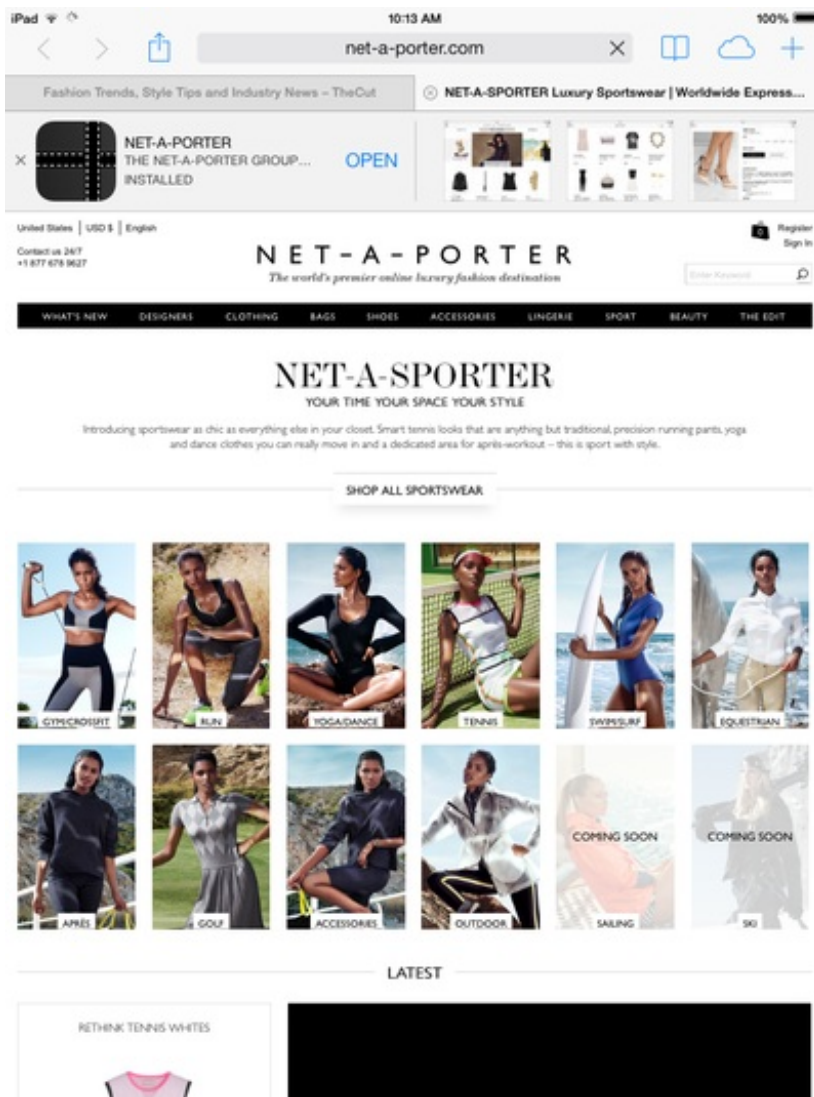


Net-A-Porter mobile ad on The Cut

An expanded version of this ad was also emailed to subscribers. The email offers more information, including a screenshot of a video that opens to the Net-A-Sporter browser.

On the Web site, Net-A-Sporter is categorized by sport. There are 10 sports currently available including running, yoga/dance, golf, crossfit and swim/surf with sailing and

skiing listed as coming soon.



Click-through mobile site

Each sport is demonstrated by an image of a model participating. When the consumer clicks on the model, they are brought to an ecommerce page for activewear in that genre.

For consumers on the mobile app, an image of the same model from the ad is featured, and the email is shown with "Net-A-Sporter, Sport with Style has arrived" written beneath her. Upon clicking on the model, an identical page to the mobile Web site loads.

On both the Web site and the app, when a consumer swipes down the screen, they are offered a video. The video plays without having to leave the page and features women participating in various sports dressed in the new activewear. A second video automatically plays immediately following the first one.

Evolving ideas

By encouraging consumers to expand with a company, brands are able to maintain fans while testing new ideas. They also have the potential to gain new consumers with broader concepts.

For example, Italian label Bottega Veneta opened a new boutique in Los Angeles that highlights the brand's evolution by shifting the focus to individual products in a simplified

environment.

The new store put more emphasis on product displays to help customers focus on the items. Revamping stores to cater directly to customers' wants and needs helps to create brand enthusiasts and reach new customers ([see story](#)).

With both in-store or online, presenting new concepts and broadening a consumer's thoughts toward the brand can generate new consumers.

For instance, Tiffany & Co. triggered multiple forms of mobile engagement through a banner ad on The New York Times that let consumers proceed to the jeweler's site or download one of its applications.

The static banner ad stated the call to action "visit Tiffany.com," but once iPhone users arrived at the site, a pop-up window invited them to download the Tiffany & Co. Engagement Ring Finder or the What Makes Love True mobile apps. Tiffany was likely ensuring that consumers explored the brand through the mobile ad by letting them choose the platform ([see story](#)).

Creating alternate decisions for the consumer, like a mobile app versus a Web site, or new products or simply rearranging stores to offer greater vision, keeps brands evolving and continues to engage brand enthusiasts.

"Since both brands have a target audience overlap, the click-to-download of the Net-A-Porter app is a great way to captivate an inherently interested audience," Ms. Adhami said.

"Our research has proven that users spend more time in app than any other mobile function," she said.

"This strategy to influence readers to download or open the app is a great way to predispose Net-A-Porter users to becoming more engaged with the brand."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/sE8KrQZzzQ4](https://www.youtube.com/embed/sE8KrQZzzQ4)

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