

MOBILE

Chanel looks to Vanity Fair, Elle's tablet readers to promote timepieces

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Chanel L'Instant ad campaign image

By SARAH JONES

French fashion label Chanel is using simultaneous advertisements on the tablet-optimized Web sites of Condé Nast's Vanity Fair and Hearst's Elle to build interest in its haute horologie.

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Luxury Daily

Chanel's ads differ in appearance, but both lead consumers to the same landing page through different routes, getting consumers to browse through its L'Instant campaign. Since readers navigating to these Web sites on a tablet are more likely to have time to explore than those on a phone, it makes sense for Chanel to have these device-specific mobile ads.

"Often, tablet advertising wins in these cases over smartphone executions given the beautiful imagery and the lean-back nature of the tablet user that gives the brand more time to make the case," said [Jeff Hasen](#) a mobile marketing strategist from Seattle.

Mr. Hasen is not affiliated with Chanel but agreed to comment as an industry expert.

Chanel was unable to comment before press deadline.

Fashion-savvy

France's Chanel previously promoted the updated version of the J12 Automatic wristwatch with a digital and email campaign that framed apparel alongside the timepiece to highlight the brand's range.

Chanel's J12 has been a popular wristwatch for the fashion label and has seen many updates in both function and color options.

In the June issues of publications such as Vanity Fair, Architectural Digest and Condé Nast Traveler, Chanel placed multi-page black and white advertisements showing products on the left hand page and a close-up of the J12 Automatic's face on the right ([see story](#)).



Print ad for Chanel's J12 Automatic

For Vanity Fair, Chanel ran a pop-up ad on the Web site's Style section that featured one of the images that ran as a print ad. This shows a model walking in profile wearing jeans with a tweed jacket and heels next to a black J12 Automatic.



L'INSTANT
CHANEL

▶ SEE IT IN STORES

Chanel pop-up ad on Vanity Fair

The ad gives the call-to-action to “see it in stores.” On the click-through, consumers are taken to a page with a slideshow of the ad campaign images.

L'INSTANT
CHANEL

▶ FIND A STORE
CALL 1.800.550.0005

▶ SIGN UP FOR UPDATES

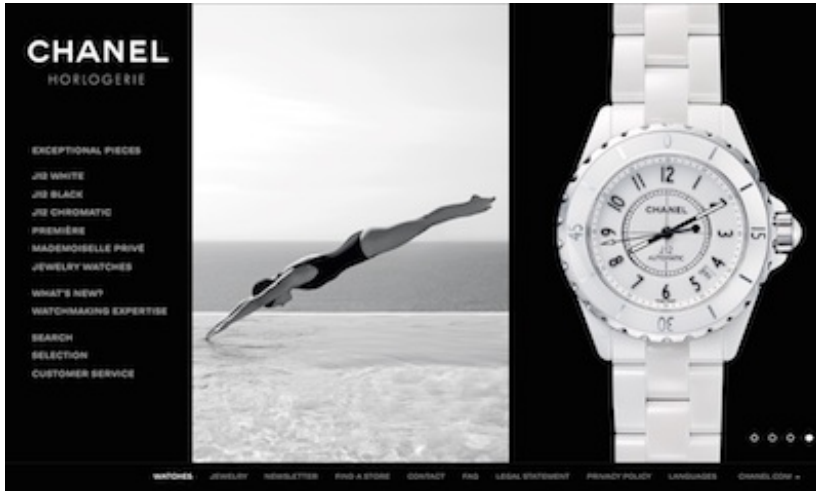
[CHANEL.COM](#) | [Store Locator](#) | [Contact Us](#) | Follow us [f](#) [t](#) [v](#)

CHANEL 9 WEST 57TH STREET, NEW YORK, NY 10019 ©2014 CHANEL, Inc. | [Local Store Map](#)

Landing page for Chanel's Vanity Fair mobile ad

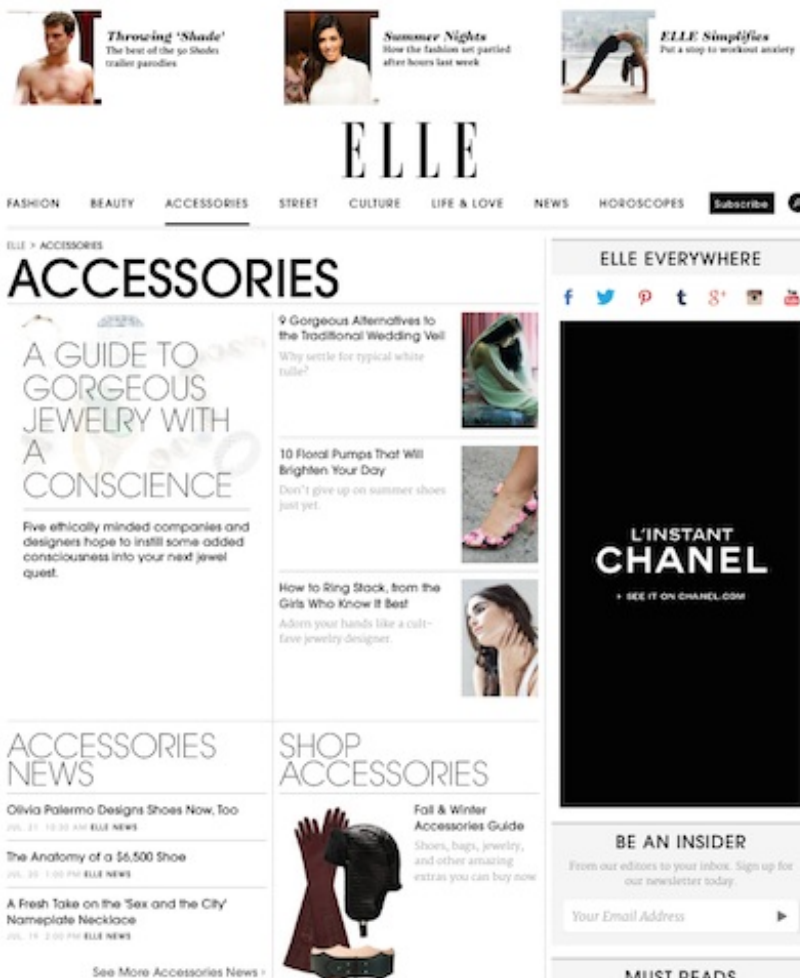
Below the images, including one of a diver in a white bathing suit juxtaposed against a jet J12 Automatic, are links to find a store and sign up for emails. Chanel also provides a toll-free phone number.

The store locator link takes consumers to another slideshow with other images, including one of a diver in profile. At the bottom of the page consumers can access the store locator as well as more options, including navigating to Chanel's main Web site.



Landing page for Chanel's Vanity Fair mobile ad

Chanel's ad on Elle's tablet site, which ran on the side position, was simpler. A black background includes the words "L'Instant Chanel" in the brand's white font.



Chanel ad on Elle Web site as viewed on tablet

This ad prompts consumers to “see it on Chanel.com.”

From the Elle effort, consumers are taken directly to the main slideshow page, cutting out one landing page step from the Vanity Fair effort.



Landing page for Chanel's ad on Elle

All four campaign images are present, including one of a woman driving in a convertible next to a bedazzled J12 Automatic.

Divide and conquer

For other mobile efforts, Chanel has relied on its name to generate click-throughs.

French atelier Chanel enticed readers of New York magazine’s fashion and style blog The Cut to learn about the brand’s iconic fragrance Chanel N°5 and a famous anecdote.

Chanel placed a straightforward banner advertisement on The Cut’s mobile-optimized Web site that does not distract the reader with color but rather by asking a question. Although banner ads are meant to distract the reader from their original intention, Chanel’s ad fits onto the page and uses only its own notoriety to attract attention ([see story](#)).

Choosing slightly different landing page varieties allows a brand to test efficacy, while achieving multiple goals through different but similar audiences.

British fashion brand Burberry continued its holiday “With Love” campaign with different mobile advertisements on both New York magazine’s The Cut and Vogue’s Web site.

While both ads contained a similar theme, Burberry’s ads directed users to different landing pages on the click-through, one to the brand’s Web site, and the other to the gift guide page on the site. Each of these landing pages gave consumers a unique message from the brand, which each had their place ([see story](#)).

This ad campaign establishes Chanel further as more than just a fashion brand.

"Chanel is as much a lifestyle brand as a luxury brand so having compelling images of women makes sense," Mr. Hasen said.

"The watch is certainly beautiful - at least some in that demographic believe that - and the

marketing is more branding than selling because it hinges on how it makes a woman feel," he said.

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/AvbvwmWlb6g](https://www.youtube.com/embed/AvbvwmWlb6g)

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