

MOBILE

Mulberry encourages mobile commerce with interactive quiz

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Mulberry Carascope animation

By SARAH JONES

British fashion label Mulberry is using an interactive quiz to generate social conversation around its new Cara Delevingne-designed collection.

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Luxury Daily

Mulberry's "Carascope" asks consumers to pick between five pairs of opposing traits to help them select the right handbag for them. The feature was designed with a mobile-first layout to get consumers to engage with the brand on-the-go.

"It's clear that consumers are growing increasingly more comfortable juggling their online activities among many devices," said Gay Gabriliska, vice president of media at [Hipcricket](#), Bellevue, WA. "Especially when you consider that 90 percent of consumers start a task on one device and finish it on another.

"This campaign is a perfect example of knowing which form better serves their users' needs by connecting the entire consumer path-to-purchase," she said.

"At the end of the day, brands have to come to the table with a mobile-first strategy to ensure they are reaching their customers in their preferred way. There is a shift coming in the near future that will require brands to take a multi-device strategy to accommodate

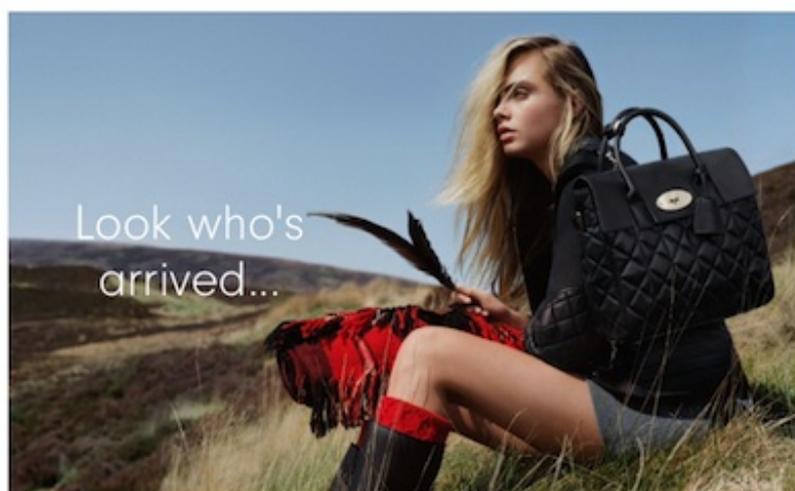
their growing audience."

Ms. Gabrilka is not affiliated with Mulberry, but agreed to comment as an industry expert.

Mulberry did not respond by press deadline.

Pop quiz

Mulberry introduced its Carascope to consumers via its accounts on Facebook and Twitter. The brand is also featuring it on the homepage of its Web site, with the call to action to "meet your match."



Screenshot of Mulberry mobile homepage

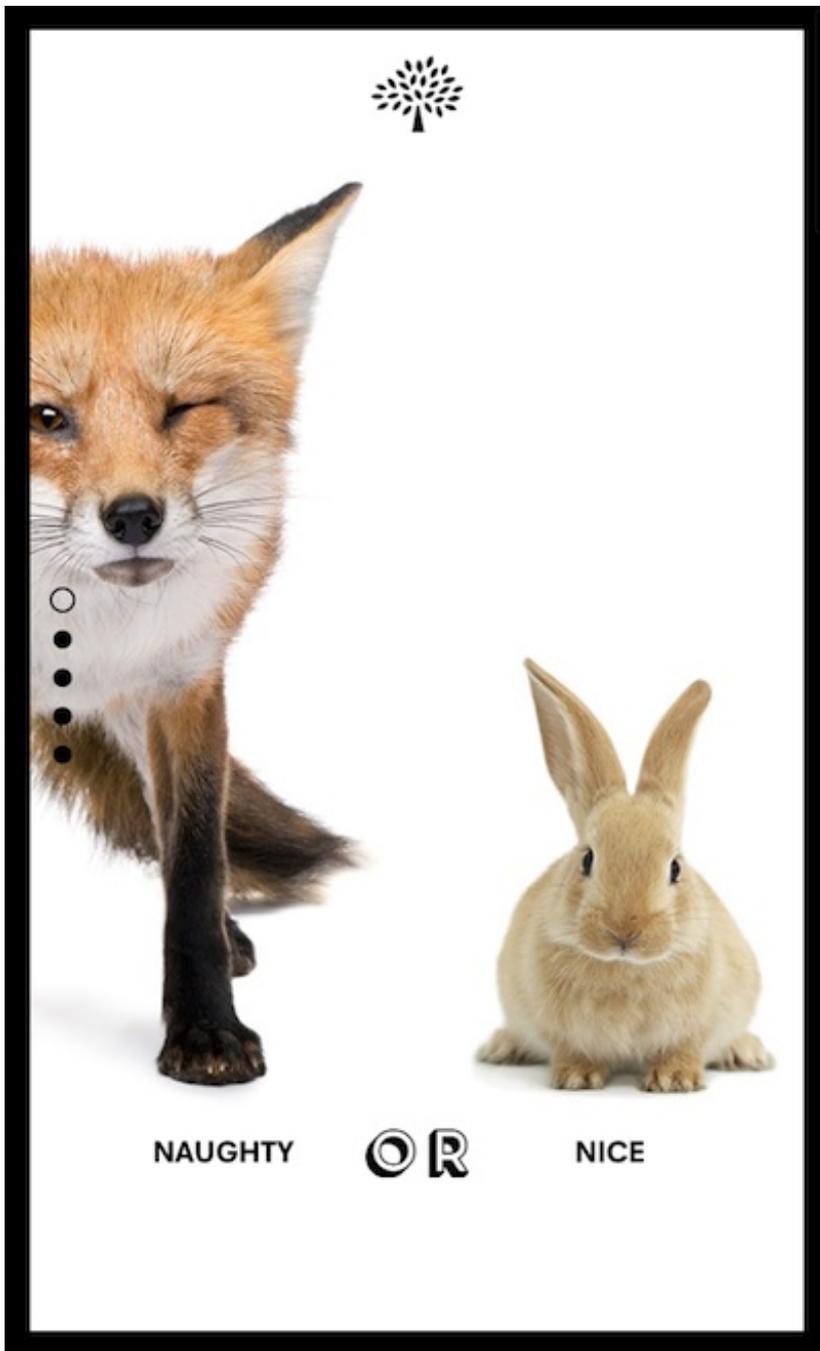
The brand designed the feature to be responsive and intuitive to have an appealing, easy-to-use layout on a mobile device. The feature also works on desktop.

When the Carascope opens, consumers are invited to "swipe up to start."



Screen shot of Mulberry's Carascope

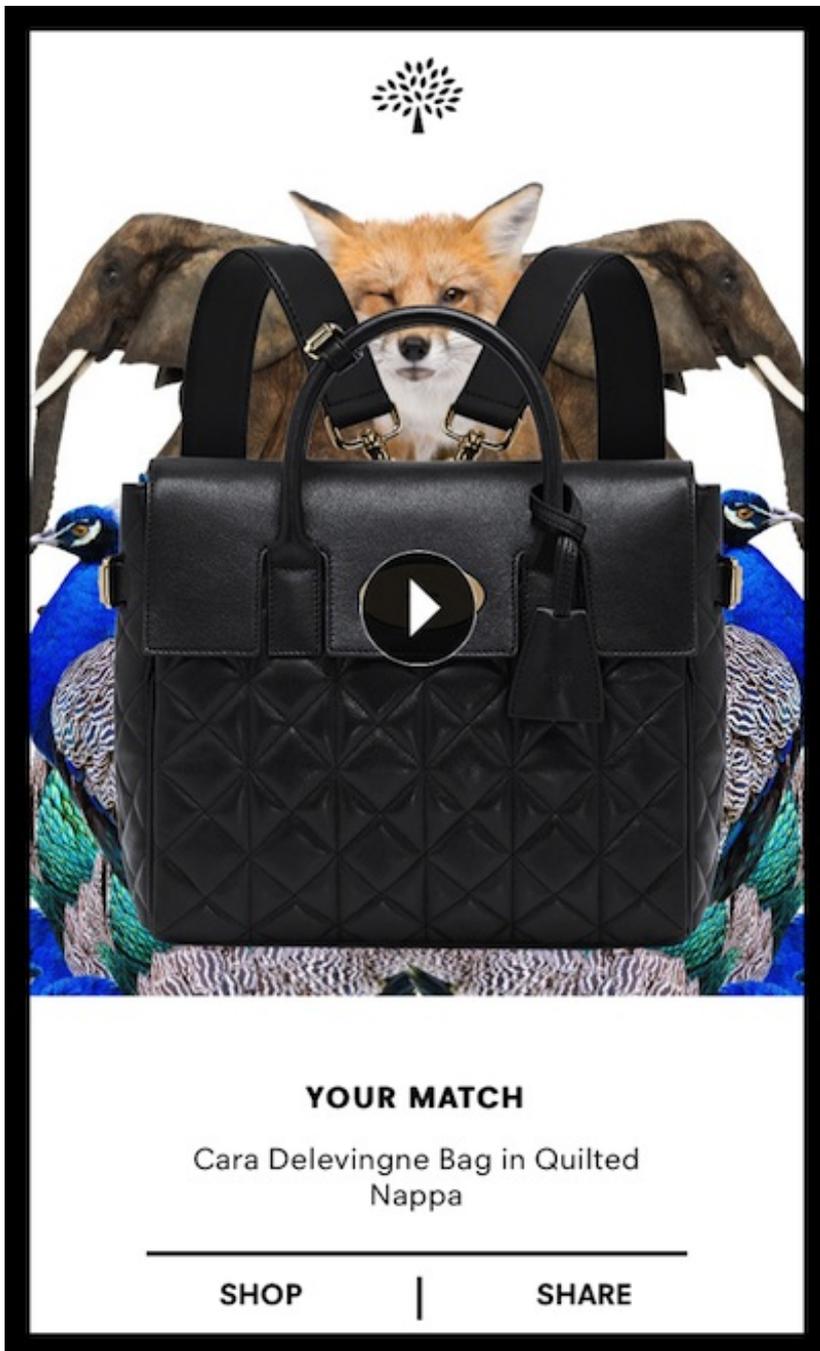
A fox and a rabbit then appear, asking consumers to pick if they are naughty or nice, respectively. Once selected, they can swipe up again to reveal another pair of animals and choose again between opposite attributes.



Screenshot of Mulberry Carascope

For instance, an mouse and an elephant are used to illustrate “little or large.”

At the end of the quiz, consumers are presented with their match. They can then watch an animation, which shows a kaleidoscope image of the bag appearing followed by animals selected in the quiz.



Screenshot of Mulberry Carascope

Providing word-of-mouth for Mulberry, this animation can be shared via a button on Twitter, Facebook, Google+, Instagram, Pinterest, Tumblr, and Weibo.

A “shop” button takes consumers to the product page for the bag that was matched to them.

Each product page includes three videos of Ms. Delevingne during the production process of the handbags.



Cara Make Her Mulberry

Follow Cara on her journey to our factory in Somerset



Decisions, Decisions

Behind the scenes at an early meeting with the design team and Cara

Screenshot of Mulberry Carascope

In one video the model visits the label's factory in Somerset to see the bags in person and try her hand at some of the sewing machines. Her voiceover that runs the length of the three-minute film talks about the collaboration, and how easy the collaboration process with the design team was.

Another video takes consumers inside of one of the design meetings, where details of the bags are discussed and tweaked.

A number of the designs were out-of-stock as of press time.

"Mulberry has re-created the in-store experience by connecting all the channels that matter most to their customers," Ms. Gabriliska said. "By offering a consistent ecommerce and brand experience, across all devices, Mulberry is likely going to see a steady growth in sales because there is seamless customer experience from product discovery all the way to purchase.

"Mulberry has also done a great job with the Carascope campaign by allowing a broader audience to aspire to the brand values and interact with the brand in an engaging way."

Spreading word

When the collection was first announced, Mulberry generated interest in the bags with a microsite destination where consumers can learn about the project and sign up to find out when the handbags would be available for purchase. Since Mulberry is considered a classic brand, shaking things up with a model-infused collection may help introduce the brand to a new audience ([see story](#)).

Creating an interactive feature that generates personalized results helps to engage a digital audience, and may prompt social sharing.

British handbag label Anya Hindmarch is letting consumers create personalized, whimsical star charts to build momentum for the brand's planetary themed spring/summer 2014 collection.

On Anya Hindmarch's "What Planet Are You On?" microsite, users can find out their astrological signs and planetary chart at their time of birth and then share it with their social networks. Because this content is not specific to the brand, the test will be of interest to more than just brand fans, giving Anya Hindmarch the opportunity to spread awareness ([see story](#)).

"Consumers today move freely between devices and each device has a specific role based upon what the consumer is seeking," Ms. Gabriliska said. "To pull this off, brands like Mulberry must have a deep understanding of the consumer to create an optimal user experience and to meet the users' need for each device.

"Mulberry is definitely reaching the millennial demographic by not only connecting social and mobile, but also by way of featuring Cara Delevingne, the 'it' model right now," she said. "The benefits of social and mobile tech with the personalized, real-world connection that is provided via the 'brick and mortar' stores supports Mulberry's goals to build brand recognition and give consumers a way to interact with the brand in a way that is truly engaging."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/XUrF3iHd8Iw](http://www.youtube.com/embed/XUrF3iHd8Iw)

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