

MOBILE

## Bloomingdale's reaches multitude of consumers through repeated mobile ads

September 16, 2014



*100 percent Bloomingdale's campaign*

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By NANCY BUCKLEY

Department store chain Bloomingdale's is enhancing its "100 percent Bloomingdale's" campaign with an array of mobile advertisements across several digital publications.

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With ads in the digital editions of publications like Vogue, Departures, The New York Times and Elle, Bloomingdale's campaign will likely gain recognition among diverse readers. The repeated appearance of Bloomingdale's campaign may spark interest or create intrigue in the new campaign.

"By embracing a mobile strategy, Bloomingdale's is after a younger, more affluent audience who prefer to engage with brands via their mobile devices when they have 'snacky' moments throughout the day," said Gay Gabrilka, vice president of media at [Hipcricket](#), Bellevue, WA.

"With Departures they are able to hit the luxury segment of the market and Elle targets the younger female affluent audience that is ideal for this campaign," she said. "The New York Times on the other hand targets a broader, more diverse audience."

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

**Bloomingdale's** was unable to respond by press deadline.

## **Ads for all**

Bloomingdale's is presenting consumers with exclusive capsule collections from 100 different designers this fall.

The 100 percent Bloomingdale's campaign will have 100 designers with 1,000 exclusive items at one store, the campaign is further enhanced through designer capsules on the store's Web site that feature the exclusive items from the 100 designers. The immense diversity will likely appeal to consumers who choose retailers exactly for that reason ([see story](#)).

Mobile ads have been accompanying this campaign. On each publication, the mobile ads are slightly different.

An ad on either side of The New York Times header features a description of "1,000 exclusives, 100 designers, 1 store" on the left side and on the right, the logo for the campaign. If the ad to the right is scrolled over a video for the campaign appears on the screen. Both sides of the add click-through to the campaign on the store's Web site.

iPod 11:19 AM nytimes.com

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By GALENDORE JARVIS 10:15 AM ET  
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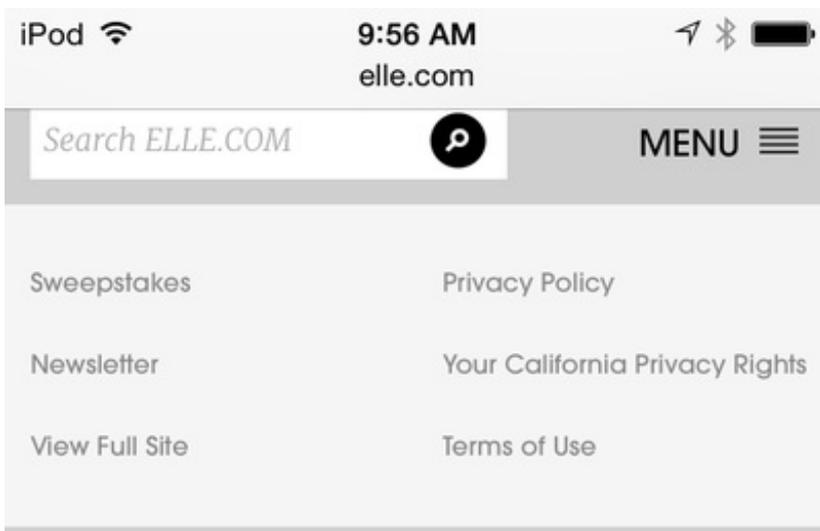
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*New York Times ad*

The Vogue ad appears as a banner and as a larger block ad on the publication's mobile sites. On Elle, the campaign was a larger version of the ad encouraging consumers to "shop now."



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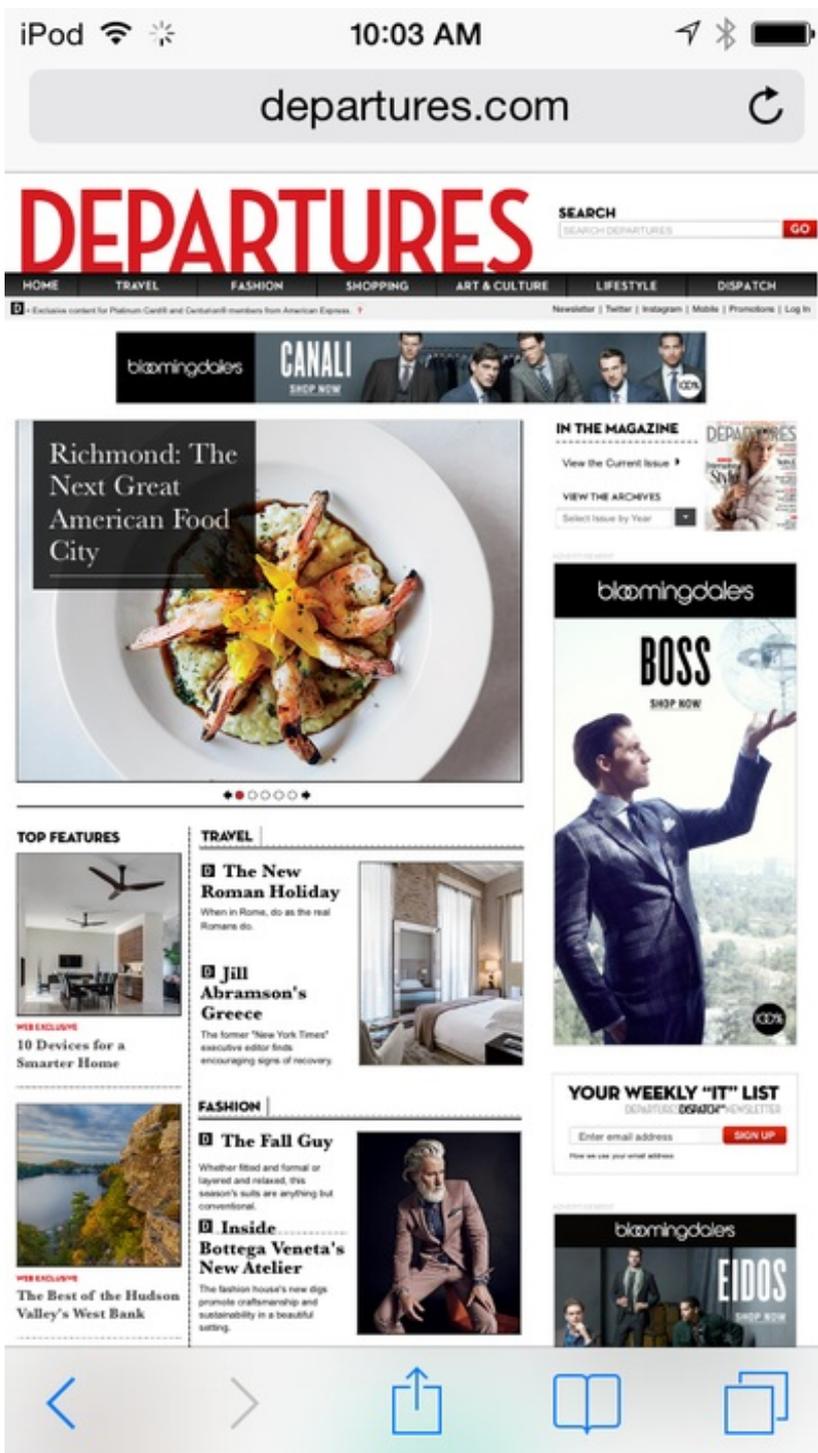
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### *Elle ad*

On Departures, the men's collection was advertised through an ad on the sidebar. This ad features two menswear designers who are part of the collaboration.



### *Departures ad*

The repetitive nature of the multiple ads for the campaign allows consumers to gain a deeper understanding for the collaboration.

Well-read ads

Focusing on several publications for the same ad campaign has become a more common strategy among several fashion brands.

For instance, French fashion label Chanel used 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.

Chanel's ads differed 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 ([see story](#)).

Similarly, 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 contain 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 have their place ([see story](#)).

Publishing an ad for the same campaign in multiple locations can spark awareness of the campaign.

"Repetition is very important to get consumers to notice mobile ads and then act upon them," Ms. Gabriliska said.

"Bloomingdale's message is compelling enough for consumers who are looking for a product that is a unique or of limited distribution," she said. "This advertising campaign adds a bit of mystery and will keep the brand at the forefront of the mobile consumer's minds. For those who are not frequent Bloomingdale's shoppers, it will build brand familiarity and potentially inspire new shoppers to visit the store in person or online.

"Campaigns however go well beyond just repetition in one channel. Consumers have very diverse interests and tend to consume information and shop differently from channel to channel, which requires a strategy that delivers a consistent message and call to action whether it is via mobile, online or through mail."

#### Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/CMv\\_OFEd-D4](https://www.youtube.com/embed/CMv_OFEd-D4)

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