

MOBILE

## Montblanc taps philanthropic readers of Departures with mobile ad

October 1, 2014



*Montblanc's Great Characters campaign ad*

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By JEN KING

Germany's Montblanc is looking to draw philanthropists from Departures' audience to highlight the good deeds of the publication's readers.

**Sign up now**

**Luxury Daily**

Montblanc's "Great Characters" initiative is housed as a sidebar advertisement on Departures' mobile Web site where it asks for nominees. Positioned as a special promotion presented by the brand partners, rather than an ecommerce effort, Departures' readers may be more inclined to click on the mobile ad.

"Montblanc has made an enduring commitment to encourage excellence through cultural advancement, making creative contributions to modern cultural life through supporting the arts, education, literacy and more," said Mike Giannattasio, president/ceo of [Montblanc North America](#), Murray Hill, NJ.

"We believe our consumers are also passionate about giving back and supporting their communities, similar to the nominees," he said.

"Departures was a natural choice for the initiative as they share Montblanc's commitment to timeless and enduring values of both exceptional craftsmanship and generous

philanthropy."

Giving back

Readers who click-through on the Montblanc ad found on Departures's mobile Web site's homepage land on page that describes what Great Characters entails. The heading shows readers that the program is part of Access Departures, the travel publication's partner programs, events and special opportunity initiative.

iPod 12:13 PM departures.com

**where to stay in Miami**  
We scoured the city for the best places to stay. Here's our shortlist.

**A Roadtrip on the Overseas Highway**  
Marc Smirnoff says goodbye to Miami and heads to the Florida Keys.

**FASHION**

**Fashion House**  
Architect Chad Oppenheim's lowering leisure dome on Sunset Island is a fitting backdrop for the season's languid looks.

**Miami Style Makes a Comeback**  
Dismissed for decades as the land that style forgot, the city is having another moment in the fashion sun.

**SHOPPING**

**Defining Miami's Menswear**  
Three new shops, a dynamic designer and two coveted labels bring casual luxury to the city's dapperest gents.

**Queen of Collins Avenue**  
Laure Hirland Dubreuil's Webster boutique is the lodestar of South Beach glamour.

**ART & CULTURE**

**MONTBLANC**  
Great Characters  
NOMINATE NOW

**ACCESS DEPARTURES**  
PARTNER PROGRAMS, EVENTS AND SPECIAL OPPORTUNITIES

**DEPARTURES PHILANTHROPY HONORS**  
JOIN Kevin Spacey  
RETURNS SPEAKER  
and Norah O'Donnell  
HOSTESS OF CELEBRATIONS  
for THE INAUGURAL DEPARTURES PHILANTHROPY HONORS GALA  
OCT. 7, 2014  
PARK HYATT NEW YORK  
TICKETS & MORE INFO

**DEPARTURES LINKS**

- Celebrate Barbados Food & Wine and Rum Festival this November with a star-studded culinary line-up!
- Montblanc invites you to nominate outstanding philanthropists to be honored on DEPARTURES.com.
- Check out Bloomingdale's for daringly stylish pieces that you can't get anywhere else.
- ART + ARCHITECTURE: Preview Downtown Miami's Most Anticipated Luxury Residential Tower
- Access the most talented architects and interior designers in the world through a digital portfolio.

*Montblanc's Great Characters effort above Departures Philanthropy Honors ad*

"Sidebar ads that run on desktops are considered more valuable because they remain on a page for a longer period of time," said Shuli Lowy, marketing director at **Ping Mobile**, Los Angeles. "When a consumer scrolls down a page, a top bar ad disappears first while the side bar ad remains on the page for longer.

"However, on smartphones sidebar ads are unusual because the screens are too small to fit a side bar ad well," she said. "Ads are usually featured on the top or bottom of the page, not on the side.

"These days, when an ad is shown as a sidebar on a smartphone it's usually because the site is not mobile-optimized. That's the case here," Ms. Lowy said. "Departures' site is not

mobile-optimized and therefore the Montblanc sidebar ad is about the size of a thumb's nail—making it almost illegible without zooming in. This will decrease the amount of people that can consume the content on the ad and consider clicking through.

"Once the ad is clicked on, Montblanc has taken steps to ensure the post click experience is mobile-optimized," she said. "Those who click on the page will therefore be more likely to complete the form."

Below readers can learn about Montblanc's "spirit of philanthropy" and that Great Characters hopes to recognize nine individuals from across the United States who are known for giving back to their community. The next section explains that Departures readers are invited to nominate people in their lives who have made a difference.

To nominate a charitable individual, the reader must submit a short essay explaining the nominee's qualifications and which causes they support. Given Departures' affluent readership, its core readers likely know many philanthropic supporters and may even consider themselves as a nominee. Here, the reader can also share the initiative on social media.

Once the minimum 250-word essay is submitted along with the nominators contact information, the nominee is eligible to be selected as one of the nine "Montblanc Great Characters." The nine finalists will be announced in January 2015 by Montblanc in special profiles in that month's issue of Departures.

Also, the nine philanthropists selected will be honored by Montblanc with a private fundraising reception in their community. The philanthropists will also be gifted a Patron of Art Edition Henry E. Steinway Montblanc fountain pen.



### *Montblanc's Patron of Art Edition Henry E. Steinway fountain pen*

Above the fields to nominate a friend or loved one, Montblanc included its Bespoke 25 collection curated by Departures. Pieces purchased from the capsule collection will benefit the Departures Philanthropy Honors Gala on Oct. 7 in New York recipients charities and Montblanc's Great Characters program.

The collection includes Montblanc men's and women's watches, writing instruments and leather goods. To give a sense of Montblanc's varied offerings for the collection, the brand included a \$900 calfskin leather portfolio case, the 58-piece limited-edition Villeret

Chronograph Email Grand Feu for \$67,500 and the 14.3-carat diamond encrusted Boheme Royal fountain pen in 18k-white gold for \$227,200.



iPod 1:13 PM departures.com

## The Bespoke 25 Collection

Curated by DEPARTURES, a percentage of sales of these exceptional pieces will benefit the DEPARTURES PHILANTHROPY HONORS Gala recipient charities as well as Montblanc's Great Characters Program.

VIEW THE COLLECTION

Discover more about our collections »

YOUR FIRST NAME

YOUR LAST NAME

EMAIL ADDRESS

*Great Characters collection prompt above the nominee information*

Items can either be purchased via Montblanc's ecommerce channel or by calling the brand directly.

The desktop version of Montblanc's Great Characters can be found [here](#).

Reader influence

Brands with philanthropic efforts often pair with publications to target readers who may be interested in taking part in the charity's causes.

For instance, Italian fashion house Gucci promoted the efforts of its charity organization Chime for Change through advertisements on the mobile site of New York magazine's The Cut.

The ad featured the Chime for Change logo and a click-through lead consumers to the charity's mobile-optimized site. Gucci likely targeted the social and conscious audience of The Cut through the ad ([see story](#)).

Also, Condé Nast imprints joined the fight against mother-to-child HIV transmission through a partnership with charity Born Free Africa.

May issues of Condé Nast-owned publications, such as Architectural Digest and Vanity Fair, included Born Free Africa advertisements to spread awareness about the multi-faceted campaign. Condé Nast's involvement with Born Free Africa included sponsored events, subscription-based donations and providing exposure for the exclusive capsule collection available at online retailer Shopbop ([see story](#)).

An ad that allows for direct interaction may hold consumer interest for a longer period of time and help with conversion rates.

"Luxury retailers often collaborate with a philanthropic initiatives that align with their brand and product," Ms. Lowy said. "That initiate is used to elevate a static product into an uplifting, inspiring experience.

"Creating a pen line of Great Characters and working to recognize philanthropists elevates the Montblanc's product from just a pen," she said. "It transforms it into a tool that aids those who attend to great responsibilities and found impactful movements. It turns it into a status symbol."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/fH2zQfTA-yY](https://www.youtube.com/embed/fH2zQfTA-yY)

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