

MOBILE

Hugo Boss touts fall/winter menswear collection on Details via mobile ad

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Hugo Boss fall/winter 2014

By NANCY BUCKLEY

German label Hugo Boss chose Details magazine's mobile Web site to showcase its fall/winter 2014 collection through several advertisements.



Three ads were featured on the mobile-optimized site, all with the same model in various suits from the collection. Hugo Boss is likely to see heavy traffic on this effort from the like-minded readers of Details and the repetitive nature of the ads.

"Each mobile campaign starts with a budget and a desired reach," said Gay Gabriliska, vice president of media at [Hipcricket](#), Bellevue, WA.

"If you have the budget to have exclusivity on any given page brands like Hugo Boss have the ability to deliver compelling creative and complimentary messages to drive visibility and awareness for the new fall line," she said.

Ms. Gabriliska is not affiliated with Hugo Boss, but agreed to comment as an industry expert.

Hugo Boss was unable to comment by press deadline.

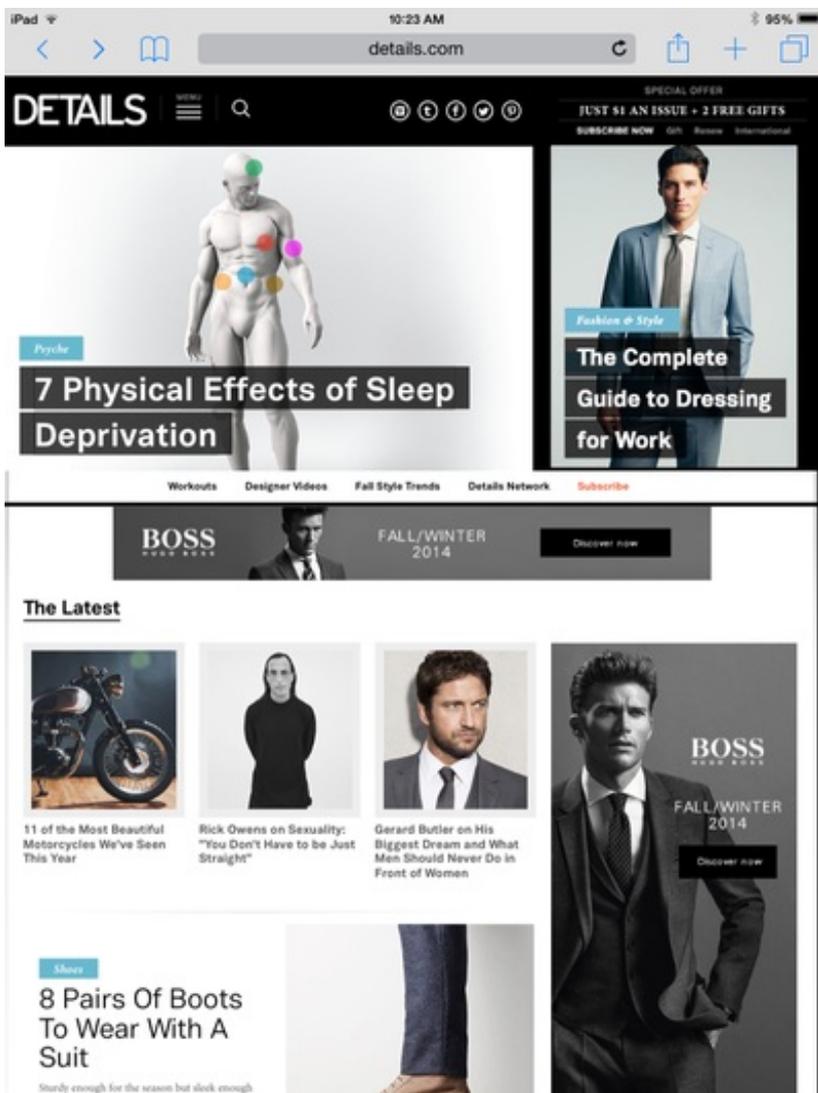
More details on Details

Hugo Boss has two ads on Details mobile home page. As the site appears, the entire screen is taken over by a man in a three-piece suit and the option for readers to discover more.



Screen take over ad

If clicked upon, the reader is brought to Hugo Boss' Web site with a slideshow of the fall/winter 2014 looks. If the ad is not clicked, the reader is brought back to the Details home page with both a banner and a side bar ad featuring the same man in different suits from the collection. Like the takeover, both of these ads lead to the same click-through page on the brand's Web site.



Ads on Details home page

On Hugo Boss' site, the reader is introduced to the collection with a brief description informing readers about the contemporary look that embodies modern minimalism.

Each look in the slideshow is labeled, much like in a magazine, and informs the reader what piece they are viewing from the fall/winter collection. If interested in the collection, consumers can click the item and they are brought to the ecommerce page for the piece.

Below the slideshow is a lookbook for the collection, an option to discover it further and a link to the behind-the-scenes video of the fall/winter campaign.

Equal fashion rights

Menswear has recently been receiving equal attention to womenswear, with increase interest by both consumers and brands.

For example, New York retailer Bergdorf Goodman reached out to fashion-savvy men through a new Instagram account separate from the main store profile.

Bergdorf Goodman launched its @Goodmans account at the beginning of the spring/summer 2015 menswear runway shows. Joining the existing male-specific Twitter account, this addition helps the department store connect with its male consumers on a more focused level ([see story](#)).

Also, Louis Vuitton and Hermès were among the fashion houses to underscore their menswear collections in the September “Men’s Style” issue of WSJ. magazine.

As more and more marketers reach out to the affluent male consumers who have undergone a sort of fashion wake-up call, high-end publications such as WSJ. magazine will see an increased interest in menswear topics. Inserted in The Wall Street Journal on Sept. 13, the issue acted as the counterpart to the “Women’s Style” edition, as to not alienate its male readership who spend approximately \$5.6 million on fashion ([see story](#)).

Menswear is making its own footprint in the fashion world, and Hugo Boss took advantage of this by hosting the three part ad on Details. With a banner, screen takeover and sidebar, Hugo Boss was likely to gain attention from readers.

"Opinions are split on the effectiveness of screen takeover ads," Ms. Gabrilka said. "For brand awareness it can be effective if consumers are presented with imagery that stimulates the senses, gives consumers a path to discover the new fall line and at the end delivers some form of campaign ROI to the brand.

"To make the screen takeover more effective brands should consider offering a timely promotion, like free shipping, to not only inspire consumers to engage, but also build out their marketing database," she said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/zsKpSi4Vpho](https://www.youtube.com/embed/zsKpSi4Vpho)

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