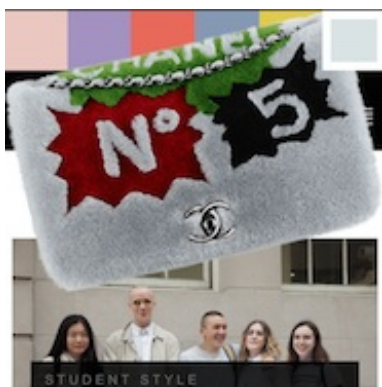


MOBILE

Chanel shows off fall handbags via interactive mobile ad

October 30, 2014



Screenshot of Chanel's mobile ad on The Cut

By SARAH JONES

French fashion house Chanel is attracting consumer attention for its fall handbags with an interactive mobile advertisement on New York magazine's The Cut blog.

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Featuring brightly colored tiles, the banner ad lets consumers click to view pop-out imagery of the label's fall/winter 2014 handbags. Letting consumers interact with an ad before clicking through may help sway them to leave a content page.

"An ad that intends to drive action must have an enticing call to action," said Shuli Lowy, marketing director at [Ping Mobile](#), Los Angeles.

"Often retailers will use a sale or special promotion to drive consumers to click on an ad. That is not an option for Chanel," she said. "Chanel is one of several brands notorious for burning their excess inventory at the end of the season instead of reducing it. The brand is one of few luxury apparel retailers with an active ecommerce site that doesn't have a 'sale' tab—anywhere.

"Accordingly, the brand needed to look towards other resources to drive consumers action. In this case, Chanel leveraged a playful creative to entice consumers to click on

the ad. The ad also sticks to another motif that is ever present in Chanel's mobile ads—a big crisp display of the name 'Chanel.'

"Mobile banner ads are small and marketers who are come with a list of 'ingredients' they'd like to include in an ad unit can quickly end up with a cluttered, illegible creative unit. Chanel's mobile approach has consistently included a crisp, large display of their brand name. Consumers may or may not click on the ad—but they always leave with that bold lettering etched in their minds."

Ms. Lowy is not affiliated with Chanel, but agreed to comment as an industry expert.

Chanel did not respond by press deadline.

Click for couture

Chanel's ad ran in the banner position on the "Fashions" section of The Cut when viewed on a smartphone.

When the page first loads, the ad looks like a strip of six bright colors, including pink, lavender, red, blue and yellow. Individual letters of Chanel's brand name appear in the boxes in the white block lettering typically used by the label.

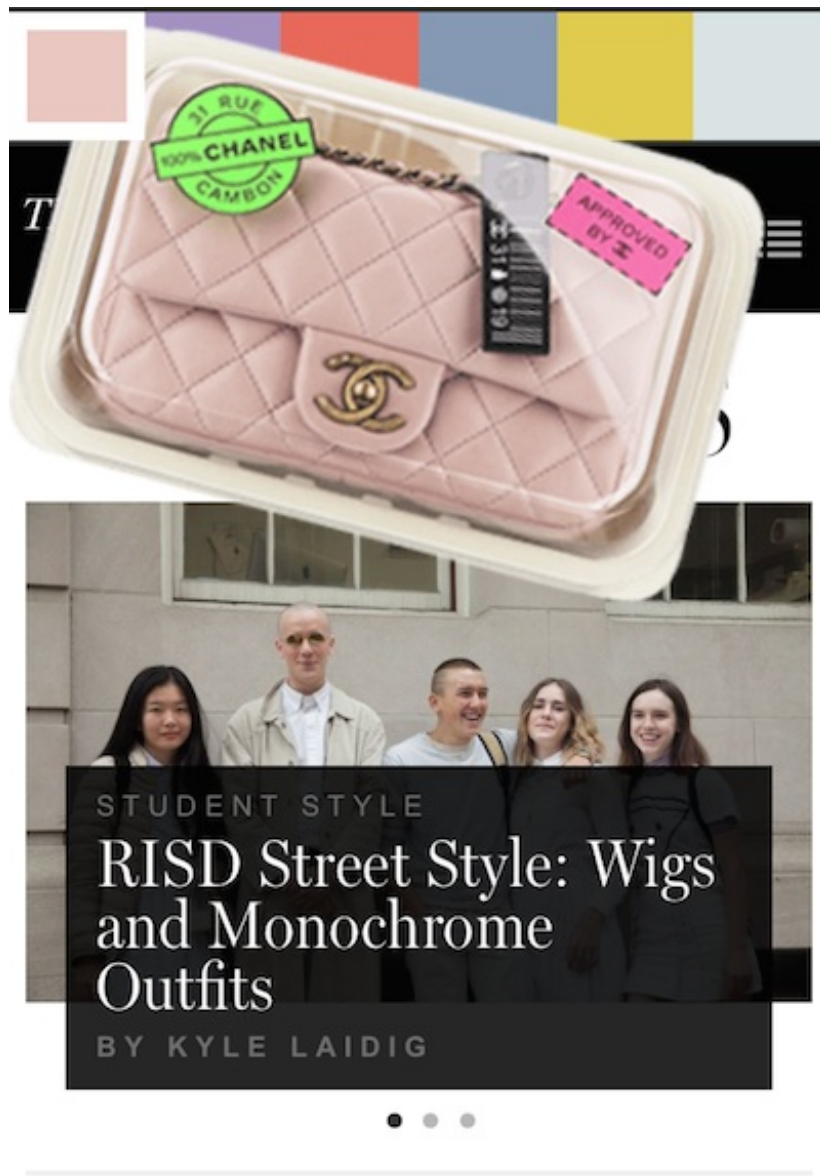


FASHIONS



Screenshot of Chanel ad on The Cut

No call to action is included, but when a consumer clicks one of the tiles, a pop-out image appears. For the pink square, a quilted handbag in a corresponding color expands to cover part of the editorial content.



Screenshot of Chanel ad on The Cut

Consumers can toggle back and forth between the tiles to see more handbags. Instead of navigating away from the page, the handbags simply disappear if clicked on directly, encouraging consumers to keep exploring the ad.

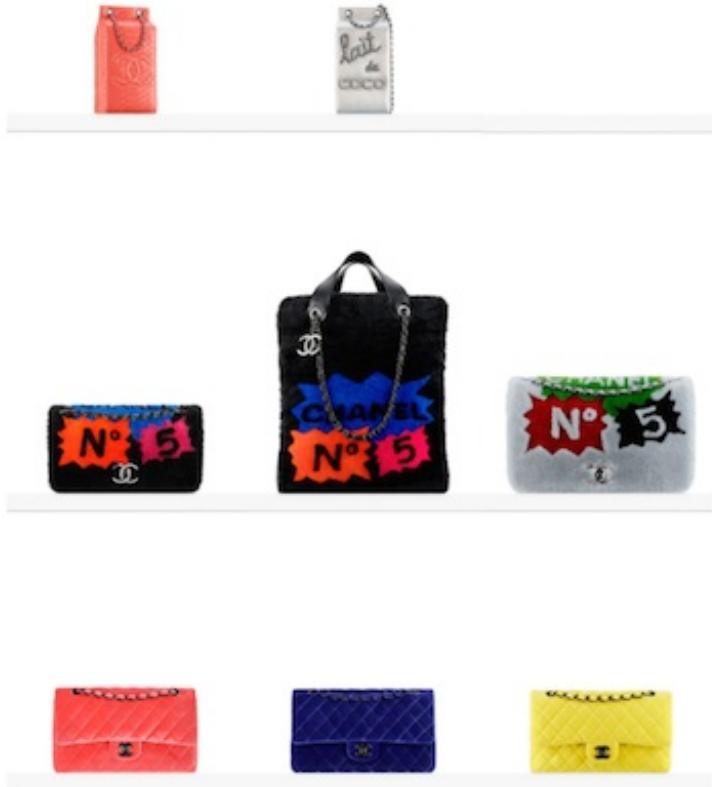
Two of the tiles pop out a box of text, which tells consumers to view more of the handbags in-store or online at Chanel's Web site.



Screenshot of Chanel ad on The Cut

When clicked, the boxes of text redirect the consumer to a product page for the handbags of the season. Playing off the supermarket theme of the runway show ([see story](#)) are bags shaped like milk cartons or bearing bright prints.

NEW THIS SEASON



Screenshot of Chanel ad on The Cut

Ecommerce is not available, but consumers can see an estimated price and search a store locator to purchase.

Browsing

Other brands have used interactive pop-out ads to generate consumer interest and pull attention from content.

For instance, department store chain Nordstrom showcased its designer collections with a look book advertisement on the mobile-optimized Web site of Condé Nast's Vogue magazine.

The ad appears as a banner but enables consumers to click to expand the box into a scrollable look book featuring apparel and accessories from Saint Laurent Paris and Prada, among other labels. Allowing consumers to see what awaits them before they click-through an ad can help get the right interested buyers to the purchasing stage ([see story](#)).

Ads that have an additional component before click-through work to let consumers know

what awaits them after they commit.

U.S. fashion brand Diane von Furstenberg is communicating before commerce with a video-enhanced advertisement on the tablet-optimized Web site of New York magazine's The Cut.

DVF's ad on a tablet gives consumers the option to swipe to watch a video without leaving the Web site, whereas the smartphone version only allows for a click-through directly to ecommerce. Designing ads for how consumers use different devices is a tactic that makes sense ([see story](#)).

"Interactive ad units, such as the one used by Chanel, average twice the click through rate and two to three times the ad engagement period of static banner ads," Ms. Lowy said.

"The ads are more expensive to develop and run so the cost per click is not necessarily cheaper when compared to static banner ad units.

"The ad campaign will not drive direct purchases because there is no option to purchase the bags on the landing page," she said. "The campaign is focused on introducing consumers to the current season line up—building their interest and inviting them to visit a store or share the piece with a friend.

"Chanel understands that consumers are likely not buying these pieces through their phone. This is well aligned with mobile's position in luxury apparel; mobile primarily serves as the place where consumers build awareness, interest and a desire to attain luxury products—not where they actually buy them.

"The well-executed campaign will certainly drive value for Chanel."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/rNzRH0-seY0](https://www.youtube.com/embed/rNzRH0-seY0)

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