

MOBILE

Rolls-Royce weaves mobile app into upcoming exhibition

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From Rolls-Royce exhibition

By JOE MCCARTHY

Rolls-Royce Motor Cars is ensuring that its upcoming exhibition in London is gratifying for consumers by releasing an accompanying mobile application.

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Luxury Daily

The app for "Inside Rolls-Royce" aims to improve each component of the exhibition. Also, consumers will get a better sense of the integral role mobile will play in auto showrooms and dealers in the future.

"Beacons enhance exhibits by providing relevant content and experiences to more and more mobile users who are taking a liking to this type of interaction," said [Jeff Hasen](#), a Seattle-based mobile marketing strategist.

"Since it's all opt-in, there are no issues of intrusion," he said. "Instead, app users are rewarded with exclusive content that matters to them."

Mr. Hasen is not affiliated with Rolls-Royce, but agreed to comment as an industry expert.

[Rolls-Royce](#) did not respond by press deadline.

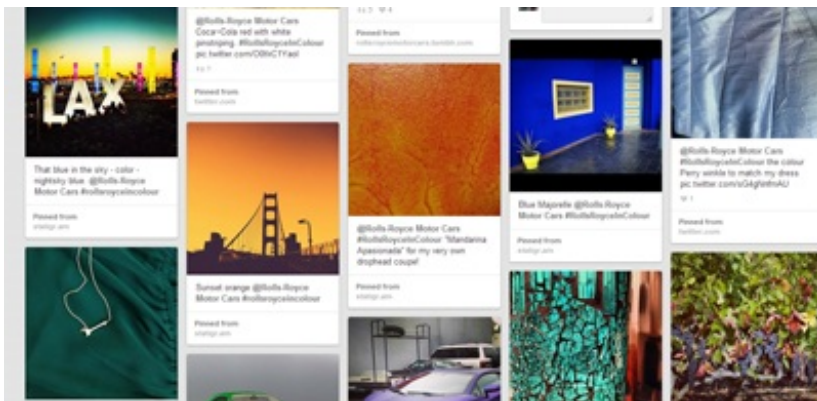
Always engaged

Rolls-Royce Motor Cars is responding to the enthusiasm following a behind-the-scenes documentary earlier in the year with an interactive, free exhibition that will travel to key cities throughout the world.

After the Inside Rolls-Royce film aired on Britain's Channel 4, the automaker realized just how much people admired the brand and its achievements and wanted to show some gratitude by creating a more immersive experience. Behind-the-scenes campaigns have generated a lot of attention for luxury brands, since they open up a world of design and craftsmanship that previously remained hidden ([see story](#)).

To ensure that guests get the most out of their experience, the brand crafted a mobile app that complements each of the nine exhibition rooms.

iBeacons will be set up throughout the rooms that will interact with the app. For instance, in the first room guests will be able to explore the company's bespoke color offers on their phones that they can then project on the walls.



From Rolls-Royce color palette contest

The app will also provide stories and information about the brand so that the exhibition is entertaining as well as educational, in an effort to create well-informed consumers.

Rolls-Royce's app will be available for download on both the iTunes App Store and Google Play Store Nov. 7 by searching "Inside Rolls-Royce."

The exhibition runs from Nov. 13-16 in London, and will travel elsewhere in 2015.



Rolls-Royce recently teamed with Angela Bulloch for the Frieze Art Fair

Rolls-Royce also announced a workshop for young designers with the brand's Bespoke Design Team Nov. 15-16.

Value-driven

Luxury brands and partners often create apps to make their exhibits more engaging.

For instance, London's Barbican Centre, a host of the traveling exhibit on French couturier Jean Paul Gaultier's career, created a mobile app to accompany the retrospective.

The museum claims the app was the first to chart the designer's work and life, bringing the information contained in the exhibit to a digital space. Since Jean Paul Gaultier's Web site does not delve into its eponymous founder's history, the app likely acted as a standalone to educate loyalists on the heritage of the brand ([see story](#)).

Also, French jeweler Van Cleef & Arpels enhanced the physical experience of its museum exhibit, "A Quest for Beauty: The Art of Van Cleef & Arpels," Oct. 27, 2013 to Feb. 15, 2014 at the Bowers Museum in Santa Ana, CA, with a mobile audio app.

Van Cleef & Arpels' "A Quest for Beauty" mobile app acts as a curated tour that is designed to guide enthusiasts through the exhibit. Unlike traditional museum plaques, the app aims to engage enthusiasts on more levels and will allow consumers unable to attend in person to still learn about Van Cleef & Arpels' designs ([see story](#)).

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/jyoT-djZ7t8](http://www.youtube.com/embed/jyoT-djZ7t8)

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