

MOBILE

## David Yurman uses mobile ads to promote charity wish lists

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*Venetian Quatrefoil bracelets*

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By NANCY BUCKLEY

U.S. jewelry brand David Yurman is looking to engage consumers through Vogue's mobile Web site with several advertisements for its Venetian Quatrefoil collection.

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**Luxury Daily**

This season David Yurman is encouraging consumers to create wish lists online and in-store for the brand to donate money to the Children's Miracle Network Hospitals. By creating mobile ads that lead consumers to an ecommerce page, the brand will likely see increased wish lists from Vogue.com readers.

"By running the ad across Vogue.com, David Yurman can increase the chance that consumers will see and interact with the ad," said Simon Buckingham, CEO of [Appitalism](#), New York.

"This charity partnership offers a great incentive to create a wishlist as in doing so a donation is made," he said.

Mr. Buckingham is not affiliated with David Yurman, but agreed to comment as an industry expert.

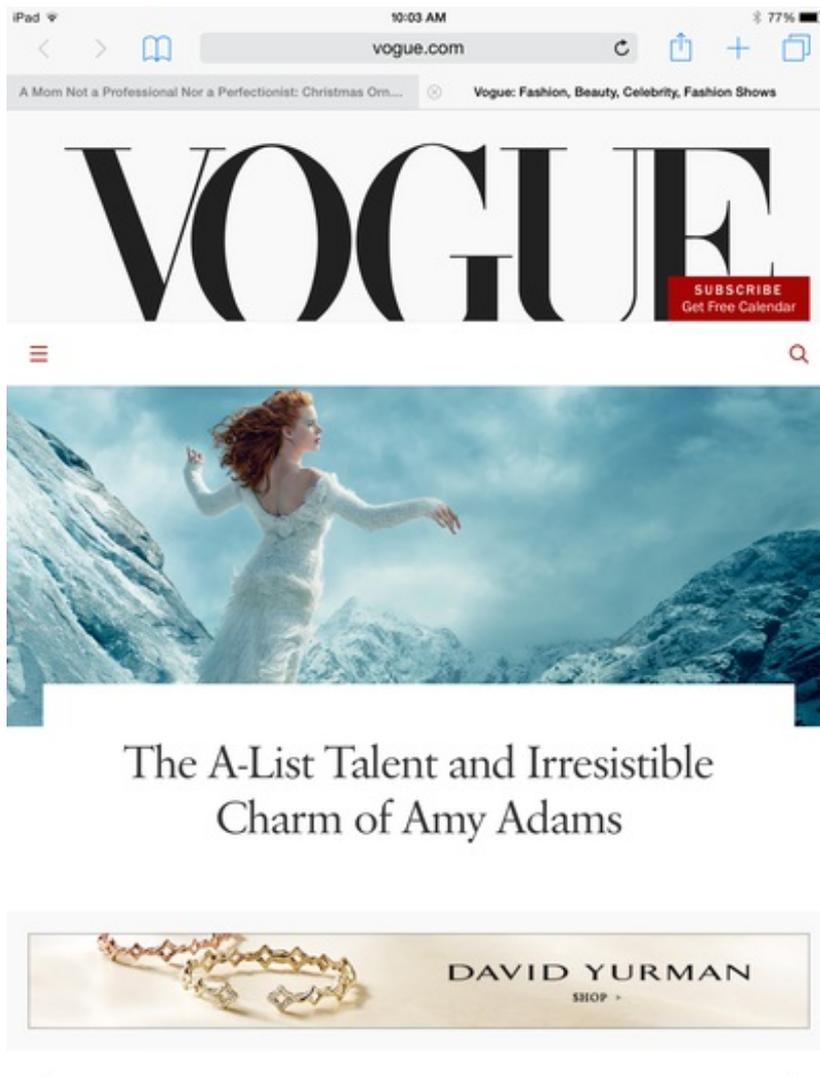
**David Yurman** was unable to comment before press deadline.

## Mobile reach

On Vogue's mobile site consumers are greeted with a box ad and several banner ads. Each one is for the Venetian Quatrefoil collection and features the single to cuff bracelet from the collection.

The click-through from Vogue's ads leads consumers to the collection's page on David Yurman's Web site. Consumers initially see a model sporting several items from the collection and a quote from David Yurman.

His quote states "this is an exalted form we've been playing with for over 12 years. There's something very delicate and classic about it."

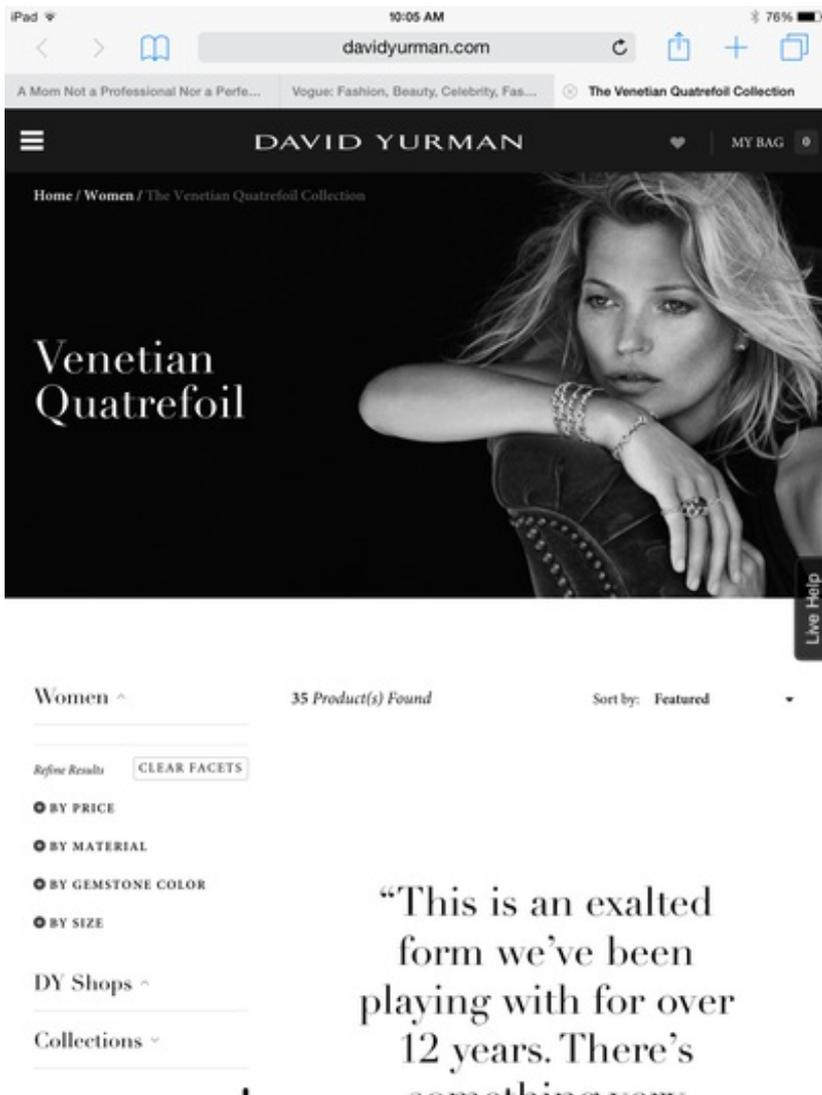


### *David Yurman ad*

As consumers scroll through, there are several images portraying the design process for this collection and each product is displayed.

Once clicked upon, each product opens in a page detailing its craftsmanship and the color and size options. Consumers can choose to purchase it or add it to their wish list.

On occasion, the Vogue Web site is filled with advertisements for the Confetti collection which creates the same journey for consumers, just with a different collection.



### *Click-through page*

This season every item added to a consumer's wish list will result in a donation from David Yurman to the Children's Miracle Network Hospitals.

Children's Miracle Network Hospitals is a collection of 170 hospitals in the United States and Canada that serve more than 10 million patients a year.

A little bit more

Creating a wish list is not a new concept, but when brands do something with their consumers' lists, the incentive to make one increases greatly.

For instance, British label Mulberry took gift guides to the next level by giving one customer a chance to win the contents of her wish list, a tactic likely to increase short-term transactions and long-term customer loyalty.

The brand upped-the-ante a few years ago and gave shoppers a chance to win their digital wish list in a move that likely increased sales and loyalty without harmful discounts or savings. Other luxury labels such as Chanel, Net-A-Porter and Saks Fifth Avenue have created wish lists to help affluent consumers find the perfect gift, be it for themselves or a loved one ([see story](#)).

Also, creating a charitable event will help brands create positive images in the mind's of

their consumers.

For example, Italian fashion house Dolce & Gabbana continued its support of UNICEF's work with children in need in the Darfur region of Sudan.

For the third year, Dolce & Gabbana and other fashion houses, such as Christian Dior and Chanel, joined UNICEF for the Frimousses de Creatures project to raise funds for the children of the Darfur. Each year the brands work to create a doll that aligns with a specific theme, which is then auctioned off to benefit UNICEF ([see story](#)).

Creating a charitable campaign requires brands to gain attention from their consumers and for the consumers to be interested in participating.

"The Wish List charity partnership features heavily on the David Yurman site, so a campaign that drives visitors is also likely to in turn raise support for a great cause, and strengthen positive brand associations," said Jocelyn Bull, regional vice president North America at [Somo](#), New York.

"The audience of the Vogue site is likely to be a great match for the David Yurman brand - a predominantly female, fashion-forward group, she said. "Advertising throughout the site through repeated banners ensures that David Yurman gains maximum exposure to the Vogue audience. Remember, the home page is not the only entry point for site visitors - social media links, for example, will bring readers deeper into the site content."

Final Take

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

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

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