

MOBILE

Gucci places focus on fine jewelry with The Cut mobile ad

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Gucci jewelry campaign image

By SARAH JONES

Italian apparel and accessories label Gucci is aiming for holiday purchases with multiple banner advertisements for its jewelry on the mobile-optimized Web site of New York magazine's The Cut.



Gucci's ads use imagery to showcase specific pieces, giving consumers a visual reason to click-through. Concentrating on a narrow product category helps to give consumers direction as they follow an ad.

"Brands are fighting for our attention so it is vitally important to make sure their message is clear, concise, inviting and in the case of Gucci invoke a personal connection," said Gay Gabrilka, vice president of media at [Hipcricket](#), Bellevue, WA.

"Many brands make the mistake of taking a shotgun approach to mobile advertising," she said. "Gucci in this instance takes a very precise approach by delivering a simple, yet effective message to engage consumers to learn more about the brand."

Ms. Gabrilka is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci did not respond by press deadline.

Jewelry showcase

Gucci's ads ran on the homepage of The Cut in the banner position.

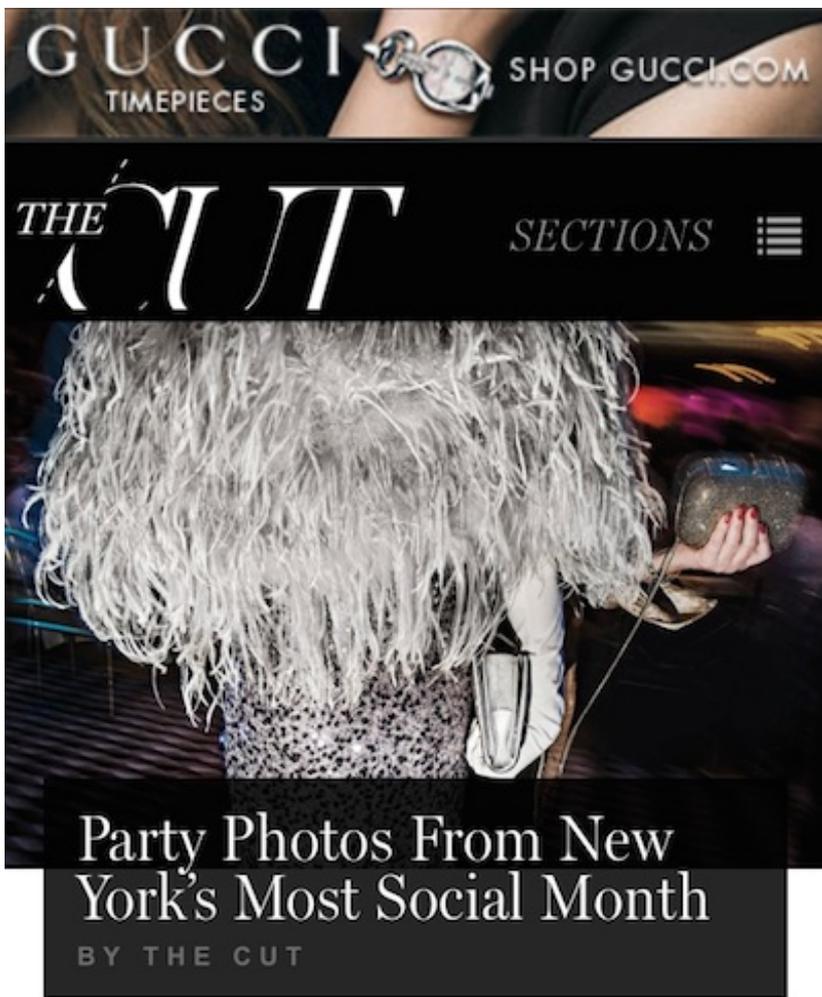
An ad for fine jewelry shows a woman's forearm, her hand resting on her shoulder. She wears three silver bracelets on her wrist.



Screenshot of Gucci mobile ad

Text overlaid on the image displays the brand name in large lettering, along with “fine jewelry” and the call-to-action to shop on Gucci.com.

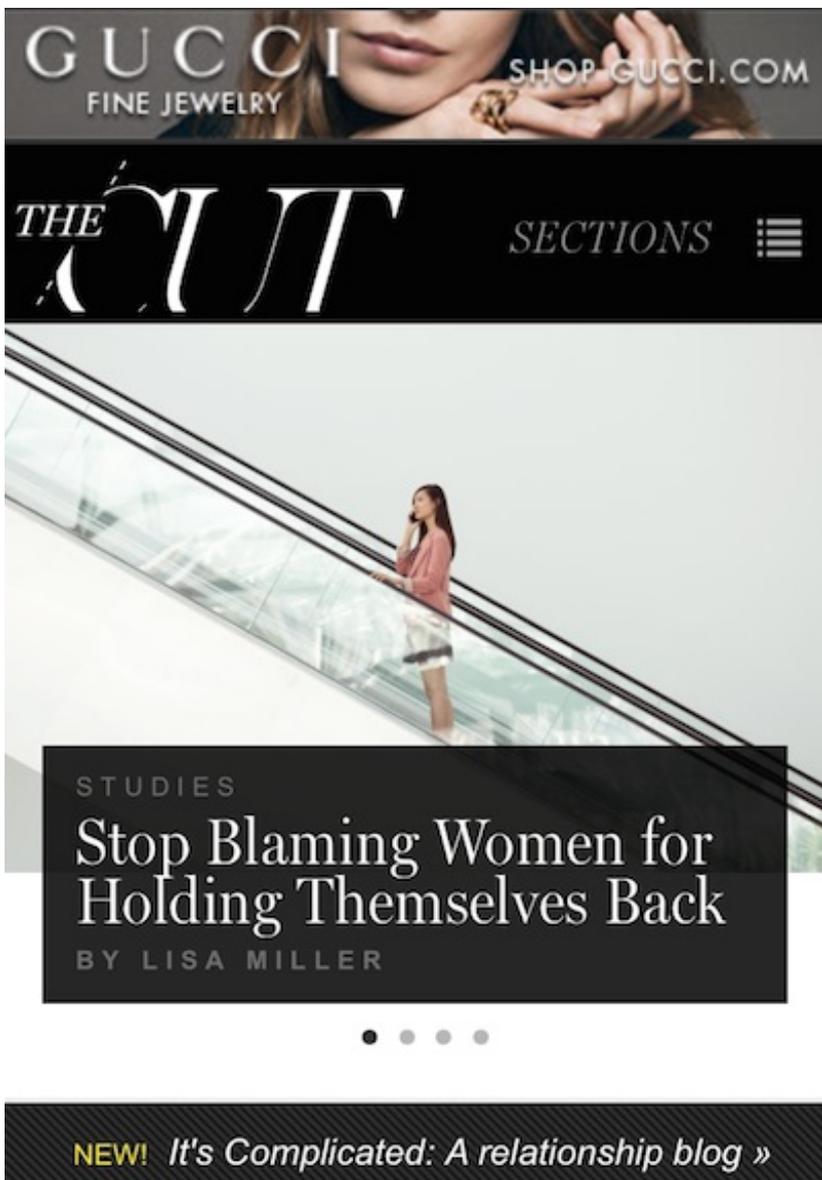
A second ad for timepieces similarly focuses on a single wrist, with simple text and the same call-to-action to shop online through the brand's own ecommerce site.



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Screenshot of Gucci's mobile ad

Gucci also ran another ad for its fine jewelry, showing a woman from the nose down resting her chin on her ring-clad hands.



Screenshot of Gucci mobile ad

The click-throughs take consumers to the individual product pages for the items depicted, rather than sending them to a general product page.

Providing that direct link between the ad and the purchase path may help Gucci see sales, since consumers do not have to search to find the item depicted that enticed them to click-through.

From the product page, consumers can add an item to their cart, order by phone, add it to their wishlist or locate it in a store. If a consumer does want to purchase online, Gucci provides many detailed images of the piece to help them make a confident decision.



diamond horsebit
bracelet stainless steel
watch

\$1795

Screenshot of Gucci's mobile ad

"The imagery delivers a glamorous feel that is synonymous with the timeless spirit of Gucci," Ms. Gabriliska said. "Gucci clearly targets affluent, high-income earners who embrace technology and digital media that has a direct connection to their buying habits.

"Gucci does a smart job with the banner ad not to over-think it by simply using the power of the brand and imagery to entice consumers to take action."

Diversified effort

On social media, Gucci's gifting efforts skew more toward apparel and accessories.

Italian fashion label Gucci is inspiring consumers to shop its gift guide with a playful festive video.

The one-minute film depicts a woman going to pick up a towering stack of packages and finding the perfect gift by accident. By establishing a story around its gift guide, Gucci will be more likely to make an impression on consumers as they are looking for the ideal present for a loved one ([see story](#)).

Gucci continues to return to The Cut to reach a fashion-focused audience.

For instance, the fashion house promoted the efforts of its charity organization Chime for Change through an 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 was likely targeting the social and conscious audience of The Cut through the ad ([see story](#)).

Also, Gucci drove traffic to its newly updated mobile Web site through alluring ads on New York magazine's The Cut.

Two Gucci ads were placed on a single mobile page of The Cut, one a banner ad at the top and the other a larger ad at the bottom featuring the same model. Gucci likely placed the ads to show off its newly redesigned mobile site ([see story](#)).

Mobile lends itself to audience segmentation.

"The mobile channel is a very effective way to engage highly targeted audiences," Ms. Gabriliska said.

"Gucci is known for delivering simplistic elegance when it comes to their ad campaigns, whether that is in Vogue or through their mobile ads," she said. "This mobile ad is no different.

"By inspiring the consumer through the use of a simple visual and call to action, Gucci will see an increase of taps."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/C1GA0wV7qJ4](https://www.youtube.com/embed/C1GA0wV7qJ4)

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