

MOBILE

Armani encourages gift buying through mobile ad

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Luca Dotto for Acqua di Giò

By NANCY BUCKLEY

Italian label Giorgio Armani is advertising its gift collections on the mobile site of New York magazine's The Cut with a banner ad that clicks-through to holiday suggestions.



The Cut's mobile site typically hosts a banner advertisement across the top of the screen, and Armani used this space to present a simple ad enticing readers to discover more about the holiday collection. Holiday mobile ads offer readers a reminder of the impending gift-giving season and may see more click-throughs as consumers try to focus on their holiday purchases.

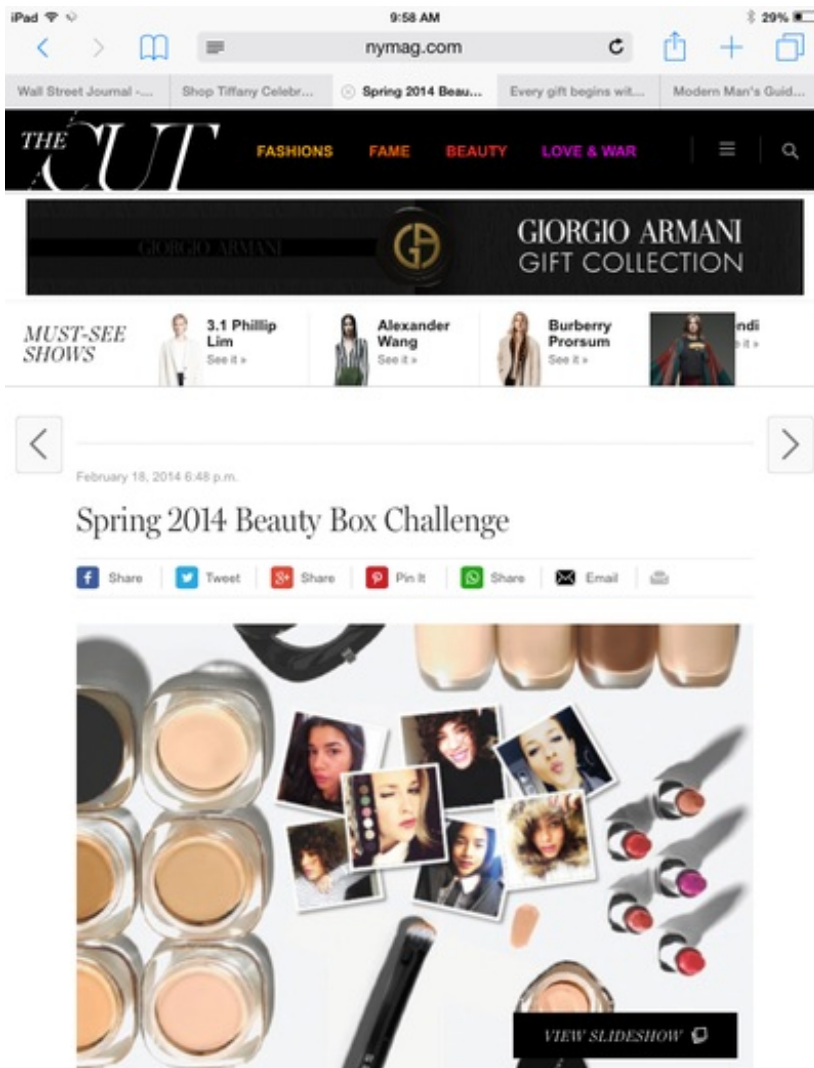
"With its audience of affluent fashion-forward consumers, The Cut aligns strongly with the high-end Giorgio Armani brand," said Eric Mugnier, senior vice president Americas of [M&C Saatchi Mobile](#), Los Angeles. "Armani should expect to see strong performance from this campaign during the holiday season."

Mr. Mugnier is not affiliated with Giorgio Armani, but agreed to comment as an industry expert.

[Giorgio Armani](#) was unable to respond by press deadline.

Holiday reader frenzy

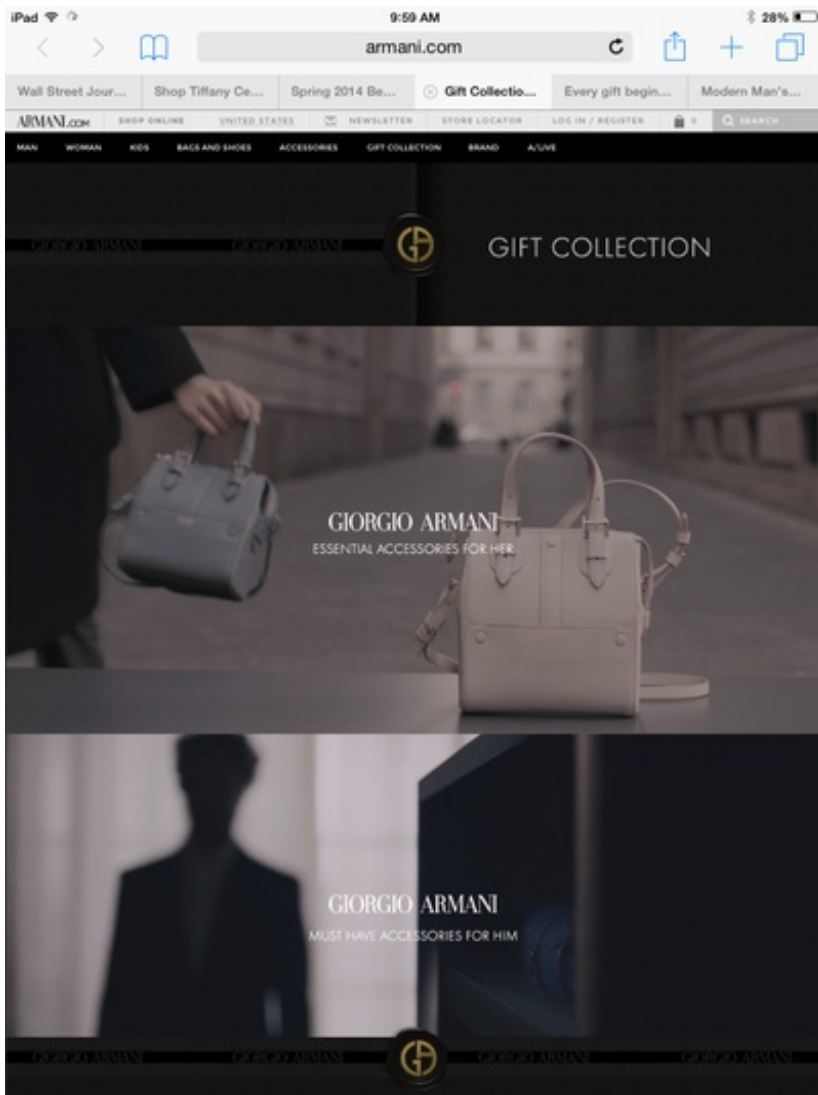
The ad on The Cut the morning of Dec. 8 featured a black banner. As the Web site loads, the Giorgio Armani symbol appears in the center with gold lettering. After the emblem appears, the words “Giorgio Armani Gift Collection” appear in white to the right of the ad.



The ad on The Cut

If clicked upon, the ad led readers to Armani’s Web site. The click-through page looks similar to the current homepage of the brand, but the gift collections were enlarged.

Consumers have options when on the Web site. They can choose to further engage with “essential accessories” for her or him, Emporio Armani for both genders, Armani Collezioni, Armani Jeans or Armani Junior.



Click-through page

The female accessory options leads to several wallet options and sunglasses. There is also an opportunity to watch the campaign video for Giorgio Armani female accessories.

If the male accessories tab is chosen, the consumer is led to a similar page, but with the men's accessory collection. The video for this collection is placed in a larger section of the screen.

Both videos end with an image very similar to the banner ad.

Banners galore

Creating a banner ad on a mobile site places the brand in direct eye-line with readers and is likely to be looked at as the user continues down the page. Several brands have placed ads on The Cut around the holidays.

For instance, French atelier Chanel enticed readers of New York magazine's fashion and style blog The Cut to learn about the brand's iconic fragrance Chanel N°5 and a famous anecdote.

Chanel placed a straightforward banner advertisement on The Cut's mobile-optimized Web site that does not distract the reader with color but rather by asking a question. Although banner ads are meant to distract the reader from their original intention,

Chanel's ad fit onto the page and used only its own notoriety to attract attention ([see story](#)).

Also, Italian apparel and accessories label Gucci aimed 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 used 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 ([see story](#)).

"As we saw last year, click-through rates should increase significantly in Q4 as consumers are in the shopping mindset," Mr. Mugnier said.

"Moreover, as we saw during this year's Black Friday, when smartphones and tablets contributed half of digital traffic, mobile's influence in the retail space only continues to grow," he said. "With a premium position at the top of the page, visible to all consumers when they first visit The Cut, this ad unit should be primed to drive performance for Armani."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/jU2UIKEM_N4](https://www.youtube.com/embed/jU2UIKEM_N4)

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