

MOBILE

Coty optimizes for mobile to provide modern showcase for brands

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Coty mobile site

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By [Caitlyn Bohannon](#)

Beauty products manufacturer Coty has joined the world of mobile optimization with a new Web site and employee intranet, both to offer a modern design and approach to showcasing its brands.

These days, brands are most often optimizing their site to encourage mobile sales and research via the mobile channel. However, Coty will not be selling products of its brands via the site but will instead use it to showcase editorial content.

“Coty is known for its creativity, so we wanted to design Coty.com in a way that reflects who we really are,” said Catherine Walsh, chief communications officer at [Coty](#), New York. “We carefully selected a corporate image that was shot just for us that gives the site an elegant feel and approached the original content of the site with creativity in mind.

“The new site features three conversation streams - creative collaboration, creative innovation and creative leadership - and aims to showcase its award-winning portfolio of brands and to make users, both internally and externally, feel like they are getting a glimpse into the world of Coty,” she said.

All about presentation

Although it is not a commercial site, Coty chose to mobile optimize its site to give users information about its brands in the most modern way possible.

The site will instead serve as the company's creative collaboration filled with photography, articles and videos.

Coty believes the new site maintains a sleeker design that presents content in a way to keep users engaged. For visitors with a more direct vision when landing on the site, a search tool helps them find what they are looking for.

Coty plans to also use the site to host editorial content and news surrounding its brands, which include Adidas, Marc Jacobs, Chloé, Calvin Klein, OPI, Sally Hansen, Rimmel, Davidoff, philosophy and Playboy.

Mobile, a must

The health and beauty industry as a whole is wholeheartedly venturing toward mobile innovation.

For example, Walgreens is giving California and Michigan users of its Web site and mobile application round-the-clock access to doctors in its latest deep dive into the growing mobile health space.

The service, which will be gradually rolled out to other states and markets, lets users consult virtually with MDLive certified physicians who can also prescribe medication for a range of acute conditions. It is an example of how mobile can be deployed to offer consumers more choice for convenient care as pharmacy chains move deeper into the healthcare-services field ([see story](#)).

Similarly, Condé Nast's Allure and skin solution system SkinBetter are providing in-depth skin analysis in a relatively new tool available online and via iOS and Android mobile applications to give consumers an at-home reference for their skincare needs.

As traditional dermatology has always required doctor visits and product testing, the SkinBetter Skin Analyzer takes a new approach to skincare with its mobile offerings. Requiring less effort, the tool provides convenience and appeals to younger audiences ([see story](#)).

Coty believes its move will be influential.

"Now that we're fully optimized for mobile with our dot-com flagship, we have the ability to better showcase Coty products and brands, as well as the breadth of activity happening across Coty with flexible content modules, perfect for articles, videos and photography alike," said Kristen D'Arcy, vice president of global digital at Coty, New York. "We've done away with all 'dead ends,' which makes digital so interesting when it comes to its storytelling capabilities."

Final Take

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