

MOBILE

Chandon makes it glitter in Elle mobile ad

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Chandon's pour on the fun

By NANCY BUCKLEY

LVMH-owned sparkling wine brand Domaine Chandon is engaging consumers through video advertisements that highlight the brand's limited-edition holiday bottles.

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Lifestyle expert Taylor Sterling stars in these videos that takeover the screen on Elle magazine's mobile site. By spreading across the screen consumers will be able to get a glimpse into Chandon's holiday campaign and those with their mobile device's sound on will be able to receive some tips from Ms. Sterling.

"We get tired of hearing from employees who are drinking the Kool-Aid," said Gay Gabriliska, vice president of media at [Hipcricket](#), Bellevue, WA. "Top bloggers, much like other social media influencers, provide a more "ambassador-like" experience.

"It's kind of like a friend whispering in your ear to check out Chandon and its offerings," she said. "From my point of view, this is a slam-dunk to drive branding and social sharing."

Ms. Gabriliska is not affiliated with Chandon, but agreed to comment as an industry expert.

Chandon was unable to respond by press deadline.

Glittering ads

Ms. Sterling is the founder of Glitter Guide, a daily newsletter that provides lifestyle tips to readers. Ms. Sterling continues offering tips through the Chandon videos.

Chandon's campaign is named "Pour on the fun!" and includes the limited-edition bottles, which are featured in the videos.



Chandon screen takeover

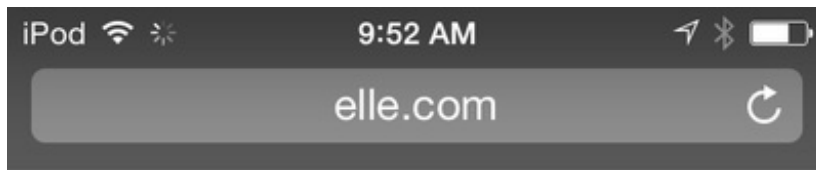
The mobile ad appears across the screen on Elle.com on mobile devices and plays one of the campaign's videos. Different readers can see different videos from the campaign.

Embedded Video: [//www.youtube.com/embed/Bh215q5_FXU](https://www.youtube.com/embed/Bh215q5_FXU)

One of the videos from ad

If the reader's sound is on, they will be able to hear Ms. Sterling, but if not, the consumer is still able to see the imagery and the special-edition bottle.

The videos do not click-through to anything, but on Chandon's Tumblr page, consumers can learn more about the campaign and see images and the videos with Ms. Sterling.



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CHANDON



Chandon mobile ad on Elle

In the videos, Ms. Sterling talks about what it means to “pour on the fun.” For example, she says in one video, “pouring on the fun is all about creating celebrations that take a step away from the ordinary.”

For this collaboration, Glitter Guide created a party box that pairs with the Chandon holiday bottle.

Also, on the wine brand's other social media pages, the videos have been shared.

Those Elle readers who are familiar with the brand or Ms. Sterling will likely be intrigued by these ads.

Blogger's mobile influence

Online personalities can add extra influence to brands campaigns.

Since fashion bloggers arrived on the scene about a decade ago, they have gained influence and grown to be leaders in the industry, says a new report by Fashionbi.

As these bloggers gained an audience, brands began to partner with them for advertising campaigns, events and other marketing efforts. While it may seem that fashion bloggers are losing their luster, they still have large followings that can rival magazines, creating an opportunity for luxury brands to reach a large, fashion-focused audience ([see story](#)).

Chandon has created mobile ads before for its seasonal efforts.

For instance, LVMH-owned Domaine Chandon featured a mobile banner advertisement on New York magazine's The Cut to showcase its limited summer edition.

Chandon's mobile ad featured a hashtag, and the click-through leads consumers to a microsite about the special edition bottle that includes a video, images, social media links and recipes. The creation of a mobile ad highlighting a hashtag for a special edition product likely attracted the brand's younger and more digitally-connected audience ([see story](#)).

Mobile ads, especially screen takeovers, let consumers be immersed in the brand for a few seconds.

"This particular video takeover is less about driving consumers down the path to purchase and more about engaging users to participate and interact with the brand," Ms. Gabrilka said. "In this instance, Chandon has presented an experience that is bright and "glittery" and positions them as an integral part of the holiday experience. It is essential for a video takeover ad to be very engaging to positively impact the social sharing across Facebook, Tumblr and YouTube."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/q-74G2dYC3Q](https://www.youtube.com/embed/q-74G2dYC3Q)