

MOBILE

Luxury Collection turns to Departures to prompt digital booking

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Luxury Collection's Royal Hawaiian resort

By SARAH JONES

Starwood Hotels & Resorts' Luxury Collection is highlighting the various properties consumers can stay at with an advertisement on Departures' Web site.



The ad leads with hotel imagery, showcasing the range of experiences that consumers could have with the brand. Showing individual hotels may help spur bookings from consumers, who are planning trips to specific locales.

"Luxury Collection is a natural fit for Departures because they are focused on the same audience - those who are affluent and well traveled," said Gay Gabrilka, vice president of media at [Hipcricket](#), Bellevue, WA.

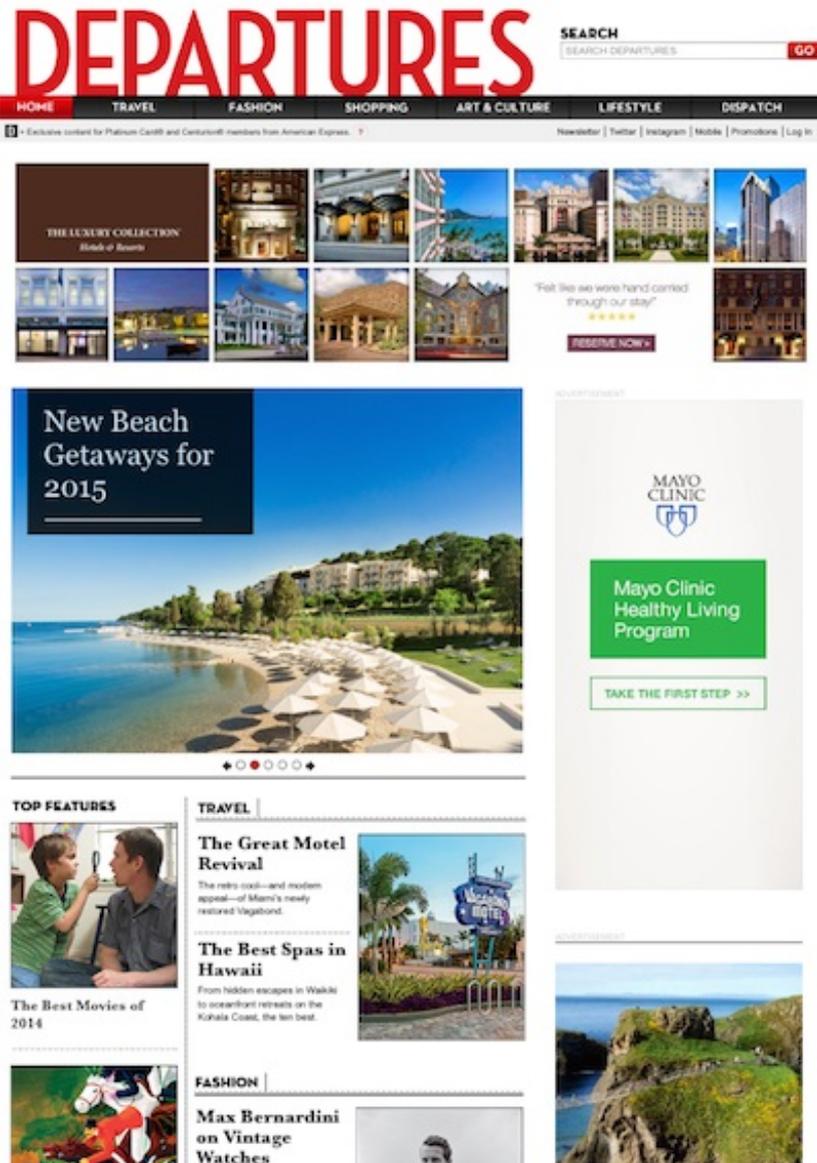
"By taking a mobile-first approach, Luxury Collection can target a hip, affluent audience who have adopted mobile as a behavior not just a device," she said.

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

Luxury Collection did not respond by press deadline.

Pick your property

Luxury Collection's ad ran on the homepage of Departures' Web site when viewed across desktop and mobile devices. The banner featured a mosaic of its properties, along with the quote "Felt like we were hand carried throughout our stay!"



Luxury Collection ad on Departures

On the desktop version, consumers could click on a tile to enlarge the image. This brings up a pop-up window which includes links to a guest image gallery and the reservation page.

When viewed on a mobile device, the banner does not provide interactivity, but instead sends consumers to a landing page on the first click.

"The images are really impactful and will definitely inspire some consumers to tap without knowing why they are doing that," Ms. Gabrilka said. "The reality is most consumers won't tap on a mobile ad unless they have a reason to or there is an understood benefit to do so."

"The text clearly creates an unnecessary challenge with it being so small," she said. "For campaigns to be successful it is vital for brands to ensure their creative is delivering a

consistent cross-screen experience or they will risk consumer drop off."

Luxury Collection's landing page includes information about its "Memorable Mornings" special, which includes daily complimentary breakfast for two and preferred rates.

THE LUXURY COLLECTION

Search | Menu

The Luxury Collection Hotels & Resorts

Memorable Mornings

Savor your mornings with daily complimentary breakfast for two and preferred rates with The Luxury Collection. Discover exceptional hotels and resorts in Scottsdale, Santa Fe, Hawaii, New York and more. View offers below.

[Terms & Conditions](#)  [LEARN ABOUT OUR BEST RATE GUARANTEE >](#)

Participating Properties

AdChoices FILTER HOTELS & RESORTS

Landing page

Below, consumers can scroll through the participating properties, which are all located in the United States, including The Liberty in Boston and The Royal Hawaiian in Waikiki.

Consumers can reserve either through the Web site or via a phone number.

Departures' Web site does adjust for a mobile device, but there is not a specific mobile-optimized site, so the individual tiles within the ad are small when viewed on a phone. Due to this, it may be hard for consumers to recognize and notice the ad.

Popular publication

Other luxury brands have turned to Departures to advertise.

Germany's Montblanc looked to draw philanthropists from Departures' audience to highlight the good deeds of the publication's readers.

Montblanc's "Great Characters" initiative was housed as a sidebar advertisement on

Departures' mobile Web site where it asked for nominees. Positioned as a special promotion presented by the brand partners, rather than an ecommerce effort, Departures' readers may have been more inclined to click on the mobile ad ([see story](#)).

Also, French leather goods maker Hermès targeted the affluent readers of Departures' mobile-optimized Web site with a holiday advertisement.

Hermès ad featured the maison's take on "Rudolph the Red-Nosed Reindeer" and likely spurred interest among last minute shoppers who turned to Departures for inspiration. Also, with many affluent Departures readers likely to be traveling this holiday, Rudolph's Christmas Eve flight around the world was fitting ([see story](#)).

With this effort, Luxury Collection's mobile optimization may work in its favor.

"Luxury Collection is going all in on a visually engaging mobile ad campaign with the hope it will lead to a booking," Ms. Gabriliska said.

"When it comes to booking travel on a mobile device brands need to make sure they are providing an experience that is as easy and straight-forward as it would be on a PC or laptop," she said. "Luxury Collection has done that with a very easy to navigate mobile website that makes it easy to filter hotels, offers and engage socially."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/t7UJlr6O7iw](https://www.youtube.com/embed/t7UJlr6O7iw)

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