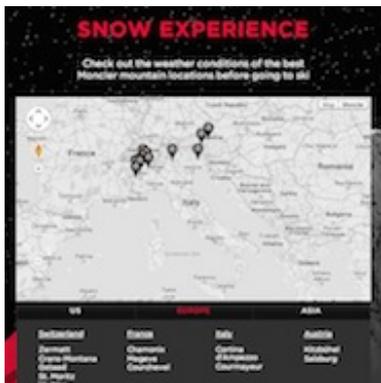


MOBILE

Moncler creates fake snow app for online fun

January 13, 2015



Moncler's Snow Experience app snow tracker

By KAYSORIN

French-Italian outerwear label Moncler is introducing a new mobile application that allows users to create their own digital snowfall and capture it with photos.

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Luxury Daily

The Snow Experience app on Facebook will be a fun tool for Moncler consumers to engage with on the Internet. It highlights the brand's playfulness and subtly encourages users to keep Moncler in mind when shopping for winter clothing.

"The app is merely a campaign to garner awareness about [Moncler] products and associate them with cold weather," said Parisa Durani, lead digital strategist at [Plastic Mobile](#).

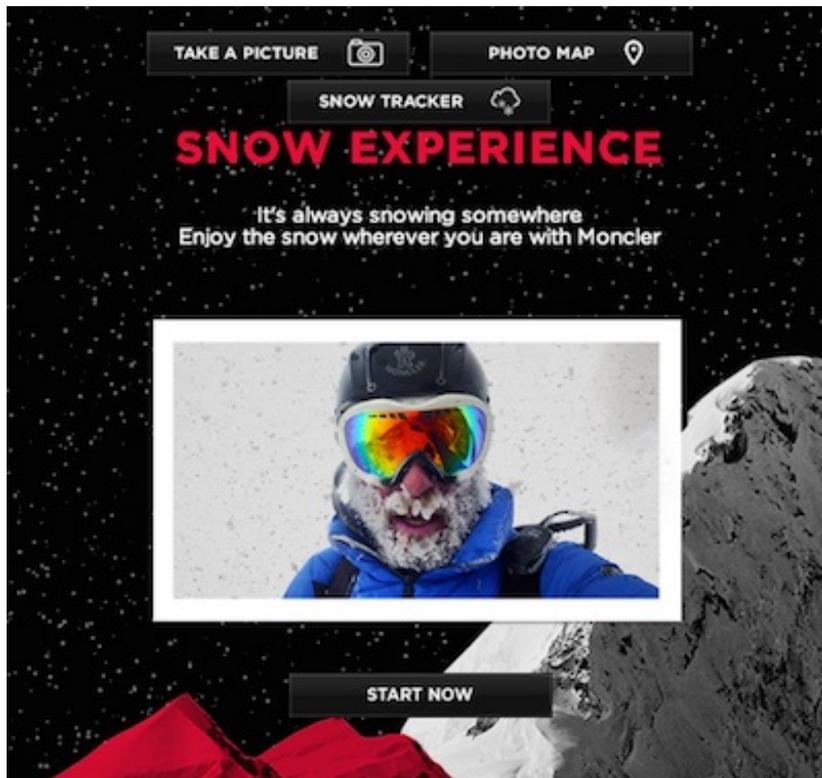
"The app is most likely to have a short life cycle, considering it is on Facebook and could lose its appeal after one picture is taken," she said. "The likelihood of repeat usage is minimum."

Ms. Durani is not affiliated with Moncler, but agreed to comment as an industry expert.

[Moncler](#) was unable to comment directly by press deadline.

Snowing somewhere

The app's Facebook page opens to an image of a snowy mountain while text encourages users to "enjoy the snow wherever you are with Moncler." Small snowflakes fall against a black background.



Homepage of Moncler's Snow Experience app

Users press the "start now" button and are shown to a camera screen where they can take a photo of themselves at the computer. The app then shows white snowflakes falling from the top of the screen and landing on their image – including their eyelashes.

When the user is satisfied with the amount of snow in the picture, she can press "finish" and the photo is then captioned, "It's always snowing somewhere! SNOW EXPERIENCE," alongside the Moncler logo. The user can save the picture and share it on social media.



A user's Snow Experience photo, as seen on Facebook

Moncler's app gives users to opportunity to take a quick break from their online routine

and have a little fun, perhaps inspiring the consumer to purchase Moncler or just get in the winter spirit. The Facebook page asks, “How do you imagine your city covered in snow?”

The app also allows users to browse a global snow tracker map to "check out the weather conditions of the best Moncler mountain locations before going to ski." This emphasizes the utility of Moncler outerwear, showing that there is always somewhere in the world to wear it.

Snow-mobile

The Snow Experience app capitalizes on two key elements of Moncler’s advertising strategy by expressing the beauty of nature while simultaneously appealing to mobile-minded consumers.

In 2014 Moncler put glaciers front and center with a traveling photography exhibit and capsule collection that emphasized the brand’s relationship with the outdoors.

Moncler’s “Blackout” project featured 21 images of mountain terrain in Iceland captured by artist Dan Holdsworth, one of which Moncler reproduced on jackets, pants and accessories in its fall/winter 2014 collection. This collection allowed Moncler to pay homage to the “majesty of nature,” which is a source of inspiration for the brand ([see story](#)).



Previous Moncler advertising

Just a few weeks ago, Moncler rounded out its mobile presence with an app dedicated solely to commerce.

This app, the brand’s first, joins Moncler’s mobile-optimized site, which allows users to both shop and consume content. Through this app, Moncler will be able to better reach its mobile-inclined audience, allowing them to shop easily on a mobile device through a contained experience ([see story](#)).

Unfortunately, the Snow Experience app is not as dynamic as these other campaigns.

“The tool could have done a better job of promoting Moncler products,” Ms. Durani said.

“For example, if the tool had integrated the best Moncler jackets based on the weather (in

it's Snow Tracker section) – it would have provided users with a more contextual experience and could arm users with more knowledge when they go shopping for winter wear,” she said. “Whether or not users remember the Moncler brand after using this tool will be questionable, and we will have to wait and see.

Final Take

Kay Sorin, editorial assistant at Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/PfdJaU5_Fg4](https://www.youtube.com/embed/PfdJaU5_Fg4)

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