

MOBILE

Net-A-Porter spurs conversions with British Vogue mobile ad

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Promotional image for Net-A-Porter premier delivery service

By SARAH JONES

Online retailer Net-A-Porter is appealing to the fashion-conscious readers of British Vogue with an advertisement running on both the mobile and desktop versions of the publication's Web site.



The banner ad, one of the first placements of the brand's new spring campaign, shows model Daria Werbowy relaxing on a bed, telephone in hand. As consumers hole up in their homes to escape the cold, this form of shopping may appeal to consumers, spurring ecommerce purchases.

"Vogue is in a league of its own," said Gay Gabrilka, vice president of media at [HipCricket](#), Bellevue, WA. "They are the pulse of the fashion industry and continue to discover the 'next big thing.'

"Launching Net-A-Porter's new fashion [campaign] through British Vogue is a no-brainer considering their affluent, fashion forward audience."

Ms. Gabrilka is not affiliated with Net-A-Porter, but agreed to comment as an industry expert.

Net-A-Porter was unable to comment directly before press deadline.

Comfortable commerce

Net-A-Porter's ad ran as a banner in between articles on British Vogue's homepage. The black-and-white campaign uses a vintage aesthetic, showing Ms. Werbowy lounging against a bed made in white sheets, talking on a rotary phone.



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Net-A-Porter ad on British Vogue

Next to the model on the bed is a Net-A-Porter package, tied up with a bow. Consumers are invited to "shop now."

"Consumers tend to gravitate towards ads that give them a clear call to action – a reason to tap on the ad," Ms. Gabriliska said. "It would have behooved Net-A-Porter to add a 'call-to-action' stating they are introducing their new spring lines rather than leaving it up to the consumer to decide if they want to go to the Net-A-Porter Web site just because."

This is one of eight images from Net-A-Porter's spring/summer 2015 ad campaign, which launched Feb. 2. Shot in Ibiza by Erik Torstensson, creative director at Wednesday Agency, the ads are designed to portray the retailer's "commitment to the most exceptional, curated product coupled with world-class service."

Net-A-Porter's signature black-and-white packaging is featured in a number of stills.

The same ad image is running in the same position British Vogue's desktop site, with additional text overlaid, telling consumers about the "fashion that delivers." Net-A-Porter explains that it offers next-day shipping throughout the United Kingdom, and same-day service in London.



Net-A-Porter ad on British Vogue desktop site

On the click-through, consumers are taken to Net-A-Porter's ecommerce site, to an edit of new arrivals, including a Valentino Rockstud tote, Dolce & Gabbana lace skirt and Oscar de la Renta tweed jacket.

Showing new arrivals raises the likelihood that consumers will find merchandise they haven't seen previously.

WHAT'S NEW (490 ITEMS)

Sort by 

FILTER



VALENTINO

The Rockstud mini leather
tote

\$1,875



DOLCE & GABBANA

Wool-blend tweed jacket

\$1,795



Landing page

Rush delivery

Net-A-Porter often reaches out to consumers through publications in cities where it offers same-day shipping, for instance New York.

The retailer pushed for last-minute Memorial Day orders with a banner ad on The New York Times' mobile Web site.

Net-A-Porter's ad led to a selection of items that it deems appropriate for a hot day in the city. By featuring seasonal attire as consumers were planning their trips, Net-A-Porter was likely able to appeal to New Yorkers who used its same-day shipping in the city to make final purchases before exiting for the weekend ([see story](#)).

The ecommerce site also helped readers of The Cut "reboot" their wardrobes for fall through a mobile banner advertisement.

As the banner ad rotates on the reader's screen, different outfits are shown to give an idea of Net-A-Porter's offerings and what styles are in fashion for the upcoming season. With many consumers updating their closets, Net-A-Porter may see a high amount of click-throughs due to its seasonal approach ([see story](#)).

This ad effort may do more for awareness than immediate purchases.

"As a retailer I would not expect to see huge gains or click-throughs on this particular mobile ad," Ms. Gabriliska said. "Visually it is powerful, but there is no reason for the consumer to tap on the ad, especially if I am a consumer who is not familiar with the Net-A-Porter brand."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: https://www.youtube.com/embed/Ggqme_9MTeM

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