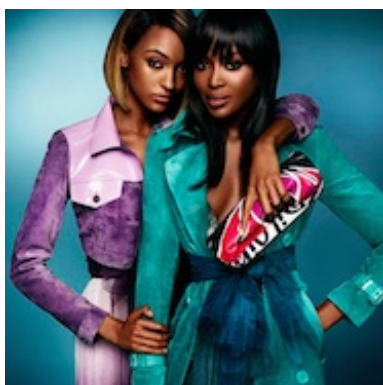


MOBILE

Burberry entices consumers with eye-catching mobile banner

February 20, 2015



Burberry campaign starring Jordan Dunn and Naomi Campbell

By KAYSORIN

British apparel brand Burberry is using a banner advertisement to connect with consumers on British Vogue and W magazine's mobile-optimized Web sites.



The ads invite consumers to discover Burberry's spring/summer 2015 collection, which has recently been released to stores. These mobile ads will likely inspire more consumers to visit the brand's Web site and hopefully spur conversions.

"[These magazines are] excellent choices as the readership of the client is clearly the target audience for the brand," said Jeff Gunderman, president of [Eye](#), New York. "Vogue is simply the leader in fashion and W magazine also tailors to luxury.

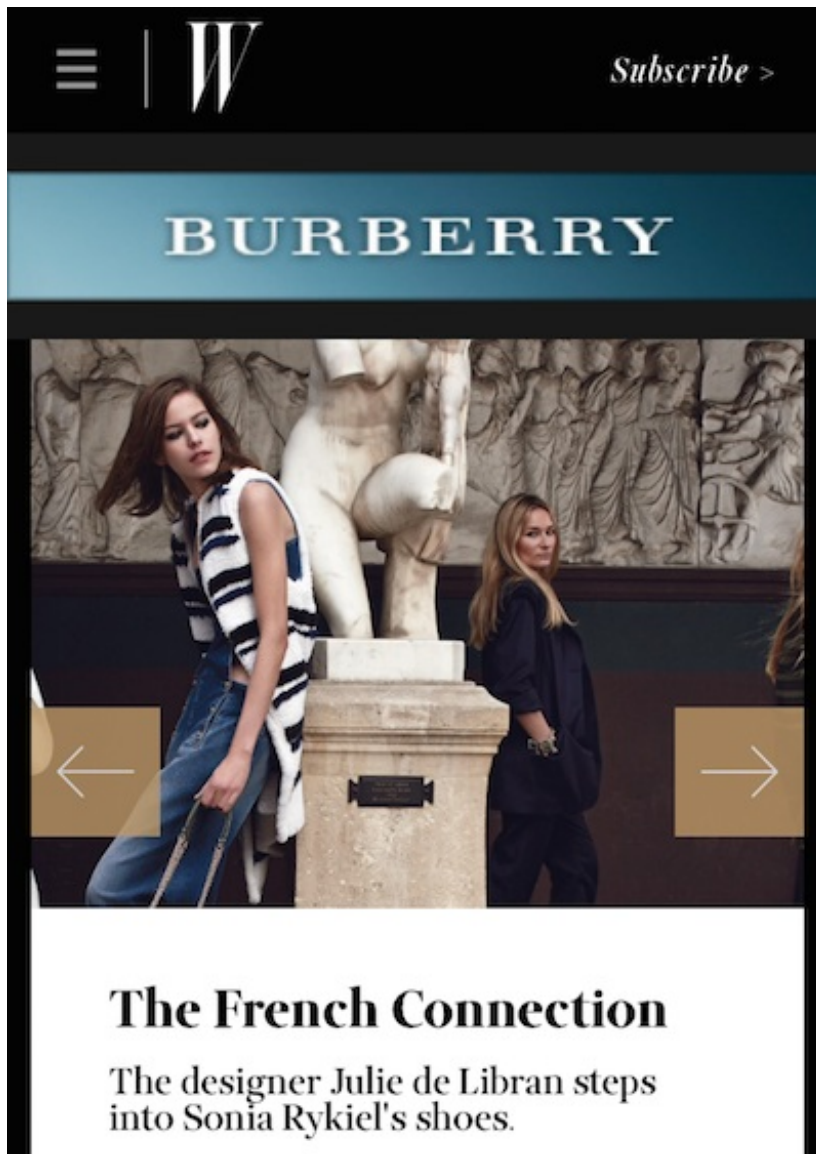
"The ad is fantastic and probably one of the best interactive banner ads I have seen executed in the luxury brand category," he said. "That said, there is clearly some opportunity to optimize the experience."

Mr. Gunderman is not affiliated with Burberry, but agreed to comment as an industry expert.

Burberry was unable to respond by press deadline.

True blue

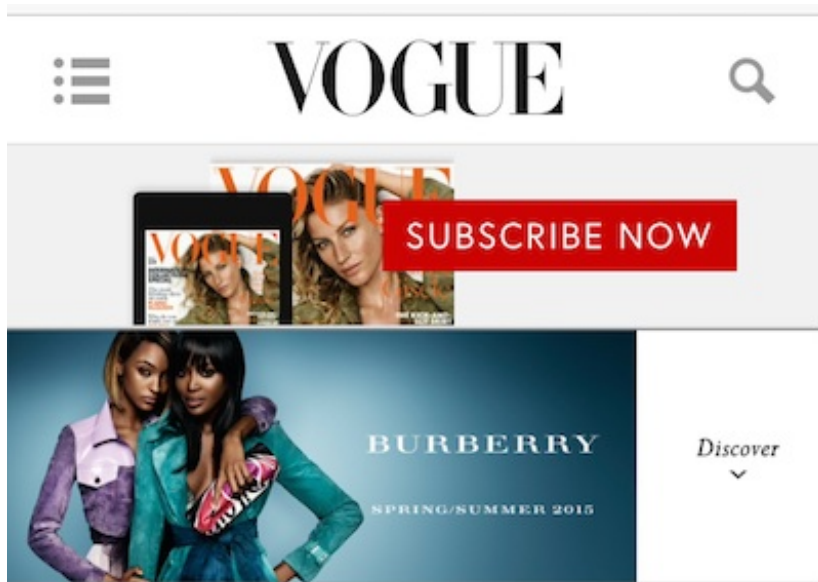
On W magazine's mobile site the advertisement appears at the top of the page, just underneath the masthead. It is a simple turquoise blue banner with the name Burberry written across it in the brand's trademark font.



Burberry's banner ad on W magazine's mobile Web site

Burberry used its own Web site as a landing page, and users who click the banner will immediately be brought to the homepage of the brand's site where they are given the option to shop women's or men's apparel. Further down the page there are options to shop handbags, Chinese New Year promotions, trench coats, beauty, scarves and children's apparel.

On British Vogue's mobile site the banner is also placed at the top of the page, but it is slightly further down as there is a small advertisement for magazine subscriptions above it. This effort is a little more elaborate than the banner on W magazine, with an image of models Jordan Dunn and Naomi Campbell posing in brightly colored Burberry trench coats.

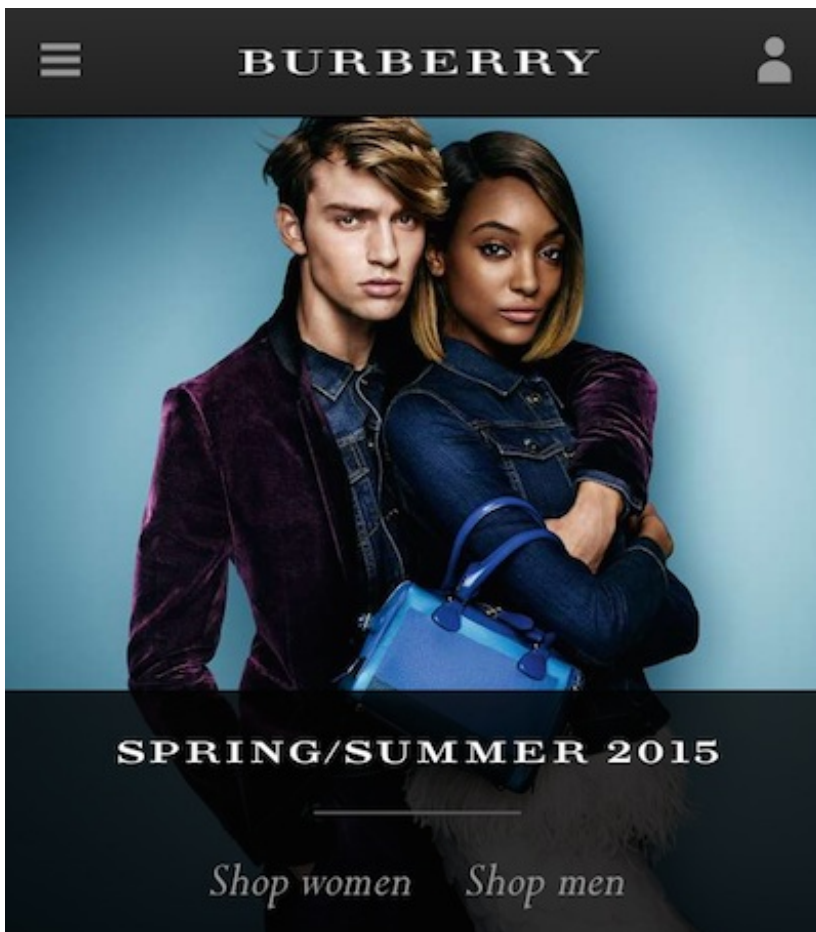


Banner ad with Jordan Dunn and Naomi Campbell on British Vogue site

When a user clicks on the ad, a window pops up with a short video that begins to play immediately. The video shows Ms. Dunn and Ms. Campbell frolicking in dresses and trench coats from the spring collection alongside musicians George Barnett of These New Puritans and Of Empires' George Le Page.

"This is exactly what should happen to rise above typical banner advertising," Mr. Gunderman said. "It is engaging and fun and short enough to keep a viewer's attention but long enough to entice the consumer to want more and click on the ad."

Both the background color of the banner and the footage from the video reflect the spring/summer 2015 collection and its advertising campaign, which features brightly colored trench coats against turquoise and bright green backgrounds. By maintaining a consistent aesthetic, the brand is more likely to interest consumers who were drawn to the ads and possibly bring them to purchase products.



The landing page is the Burberry Web site

Tip top shape

Banner ads on mobile sites are very popular among brands at the moment. While a single banner can have a great impact, it is also possible for brands to expand with multiple banners or even entire takeovers.

For example, Lagos recently promoted Valentine's Day giftables with a takeover ad on the mobile-optimized Web site of New York magazine's The Cut.

The U.S. jeweler took over the homepage and fashion page of The Cut, as well as displayed banner ads throughout the site. All ads highlighted Lagos' signature heart pendant necklaces as part of the brand's "So Much to Love" holiday promotion ([see story](#)).

Mobile ads can be especially successful because they can be viewed at any time and therefore have the ability to attract consumers' attention at key moments.

In 2014, U.S. jewelry brand David Yurman looked to engage consumers through Vogue's mobile Web site with several ads for its Venetian Quatrefoil collection.

That season David Yurman encouraged consumers to create wish lists online and in-store for the brand to donate money to the Children's Miracle Network Hospitals. By creating mobile ads that lead consumers to an ecommerce page, the brand will likely saw increased wish lists from Vogue.com readers ([see story](#)).

Banner ads such as Burberry's have the opportunity to increase brand publicity and drive traffic to a commercial site. While this campaign was visually appealing and fun, it could

have been more directly linked to a purchasing page.

"I would have advised Burberry to create short mobile sites that had a purpose and an experience about the brand and then offer an easy bridge to shop or browse their greater site," Mr. Gunderman said. "In a perfect world they would have directed each banner separately so they could also track how the consumer was coming to the page and thereby understand the effectiveness of each ad.

"All in all the experience is mostly very good but needs some work to make sure the links and consumer experience are optimized."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/ySH7ChESgTA>

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