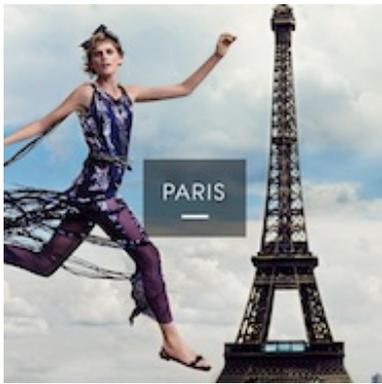


MOBILE

Vogue opens its address book for City Directory content

March 23, 2015



Vogue's City Directory for Paris

By JEN KING

Conde Nast-owned Vogue magazine is guiding readers to unique experiences in a host of fashionable cities through its City Directory travel guides, sponsored by Estée Lauder.

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Luxury Daily

The City Directory content was promoted through thin banner and box advertisements on the mobile homepage of Vogue magazine, juxtaposed between the day's featured articles. Placing the ads for its sponsored content with Estée Lauder, the City Directory melds in with regular articles and is not seen by the reader as a traditional advertisement.

"Vogue's City Directory is a mobile-responsive guide that provides its users with a simple user experience by making use of native and hybrid capabilities," said Melody Adhami, president and chief operating officer of [Plastic Mobile](#), a Havas company.

"Presenting content in this listed format has become the norm on mobile and is expected by users today," she said. "This sort of listed content is beneficial to Estée Lauder because the repetition of ads throughout the content help the brand make an impact in case the ad at the top of the page doesn't catch the user's eye.

"The great thing about mobile is with the limited screen real-estate and on-the-go users

with short attention spans, a brand can have a much greater impact by including consistent presence rather than a one-off splash ad. Estée Lauder will definitely benefit from the numerous ads especially since they are not competing with another brand."

Ms. Adhami is not affiliated with Vogue, but agreed to comment as an industry expert.

Vogue did not respond by press deadline.

City insiders

The first appearance of Vogue's City Directory appears beneath a headline of a featured article on the magazine's mobile-optimized Web site. A prompt to "discover" is found to the right. The ad's second placement is further down on the content page, is larger and includes a black-and-white image of two models.

In this version, the reader is told that content beyond the cut is presented by Clinique and its parent company Estée Lauder.



VOGUE



DISCOVER
VOGUE'S CITY DIRECTORY
PRESENTED BY CLINIQUE • ESTÉE LAUDER



14 hours ago—CULTURE



What Is Meerkat and
Why Is Everyone

Vogue's City Directory ad

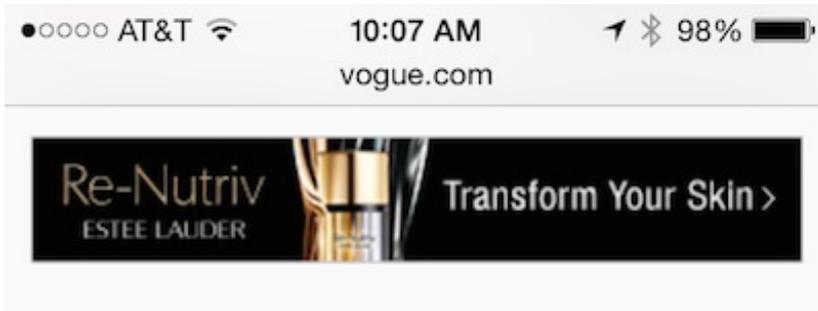
Vogue's City Directory, launched officially Feb. 4, allows readers to explore travel guides for fashionable cities such as New York, London, Los Angeles, Milan, Paris and Shanghai. Overseen by style editor Edward Barsamian, in the months to come, Vogue plans to grow the City Directory in terms of locations and recommendations.

In addition to selecting a city, the reader can filter results by activity and curator. Activities include shopping, dining, spas, services and other. Curators for Vogue's City Directory consist of fashion designers, Vogue staff, models and influencers such as Alber Elbaz, Gigi Hadid and Gia Coppolla.

Once the reader makes her choices, content is loaded in a section below for that specific city. If no filters are selected, activities and curators are listed together with new content

being uploaded on a semi-daily basis.

While the reader scrolls through tips and suggestions, Estée Lauder banner ads are present. Ads seen range from Estée Lauder's Little Black Primer mascara, its Lipstick Envy line and Re-Nutriv, a anti-aging serum.



1 day ago—



There's a Reason
Mario Batali's
Gourmet Food Hall Is
Always Packed

DINING *in* NEW YORK

2 days ago—



Beautiful Flowers:
This Flatiron Florist's
Name Says It All

SERVICES *in* NEW YORK

Example of an Estée Lauder ad with New York City Directory content

A click-through on these ads leads the reader directly to the product page of the item seen on Vogue's City Directory listing. The product is opened in a new browser window so the reader can continue where she was when finished shopping or exploring Estée Lauder's offerings.

The desktop version of Vogue's Estée Lauder-sponsored City Directory travel guide can be found [here](#).

Sponsor me pretty

Brands have turned to media partnerships to boost product awareness through sponsored content.

For instance, Italian fashion house Dolce & Gabbana elaborated on the ingredients that compose its fragrances through sponsored content on New York magazine's blog The Cut.

Dolce & Gabbana was the sponsor of The Cut's "Italy in 30 Days" section that published articles about the country's food, designers, news and other cultural topics. The brand's presence in this dedicated section likely reaffirmed Dolce & Gabbana's heritage and interest in modern day Italy ([see story](#)).

Also, French fashion label Chloé appealed to fashionable romantics with Valentine's Day-themed sponsored on New York magazine's The Cut.

The article featured a slideshow of portraits depicting the "cutest" couples in New York, paired with text of them describing how they met. To increase the effect of the native content, ads for Chloé's fragrance Love Story surrounded the article ([see story](#)).

These efforts create an atmosphere does not seem like a marketing push, but rather engaging content relative to the brand's products.

Since the content in Vogue's City Directory is curated by influencers, there may be an opportunity for Estée Lauder to extend its sponsorship to include its own branded recommendations for the featured cities.

"Estée Lauder could have definitely aligned its brand with the content for a more curated feel," Ms. Adhami said. "In fact, the ads seem disconnected from the content based on the look and feel.

"For example, the top Estée Lauder banner has a very grainy resolution compared to the quality of images presented in the guide," she said. "As the user scrolls through the content their mobile experience is disrupted by disconnected ads.

"Moreover, there seems to be no common thread between the content and the ads. Estée Lauder would have probably benefited from designing their campaign to be more visually aligned with the way the content is presented in the guide."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/LhAvl8Qs68I>

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