

MOBILE

Burberry banks on existing brand fans with Details effort

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Burberry ad campaign image featuring Heritage Trench Coats

By SARAH JONES

British apparel and accessories house Burberry is relying on its brand name for an effort on Condé Nast men's magazine Details' mobile-optimized site.

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Luxury Daily

The ad features simply the brand logo against a teal background, trusting that label's name alone is enough to entice click-throughs. While placed on the male-centric publication, Burberry's ad leads consumers to information about its women's Heritage Trench Coats, perhaps an effort to drive gifting sales in the spring season.

"It's clear the Burberry brand has quite a lot of cache," said Andrea Mocherman, vice president of marketing at [Gravit8 Marketing](#), Seattle.

"Just last year Burberry was ranked in the top 100 of Interbrand's 'Best Global Brands' most valuable brands report," she said. "There is definitely a segment of the population who will click on this ad based on the name alone, but for those who are unfamiliar with the brand or feel it is out of their reach from a price perspective, are unlikely to take the next step.

"The end goal for the majority of brands is to retain their existing clientele, while bringing

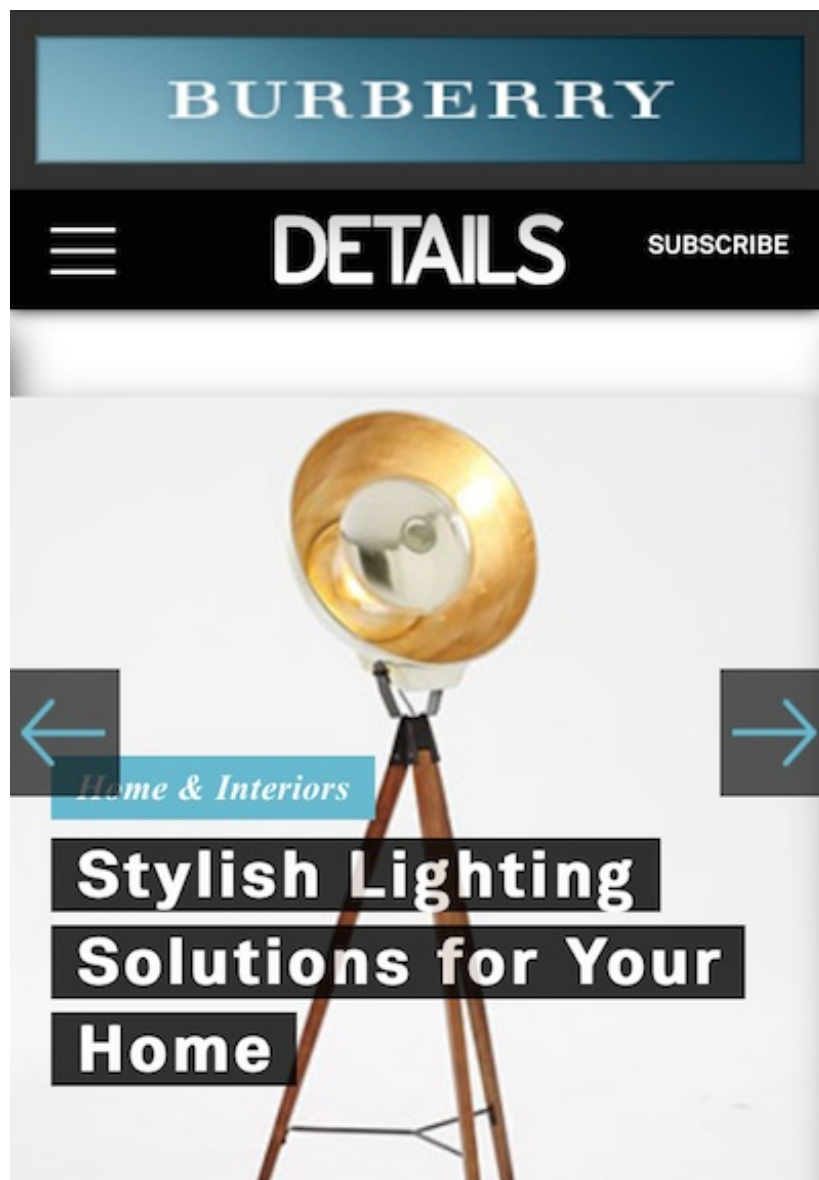
on new customers – an ad that resonates with a broader audience could unlock the doors to a whole new customer base."

Ms. Mocherman is not affiliated with Burberry, but agreed to comment as an industry expert.

Burberry was unable to comment directly.

Text appeal

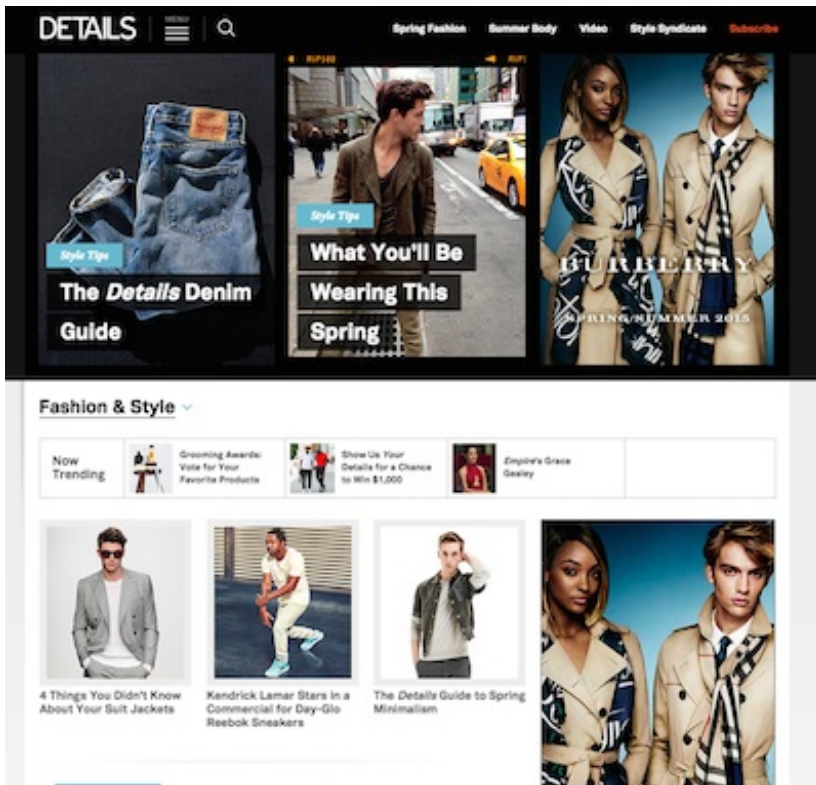
Burberry's ad ran in the banner position on the homepage of Details' mobile site, as well as across a number of section pages.



Burberry mobile ad on Details

The ad shows the brand logo in white against a gradient bright teal background. No specific call-to-action or additional text is included.

On desktop, the ad also appeared, but with the addition of campaign images featuring both a male and female model wearing the brand's signature khaki trench. These ads include text about the spring/summer 2015 collection, as well as a button inviting consumers to go to "Burberry.com."



Burberry ads on Details

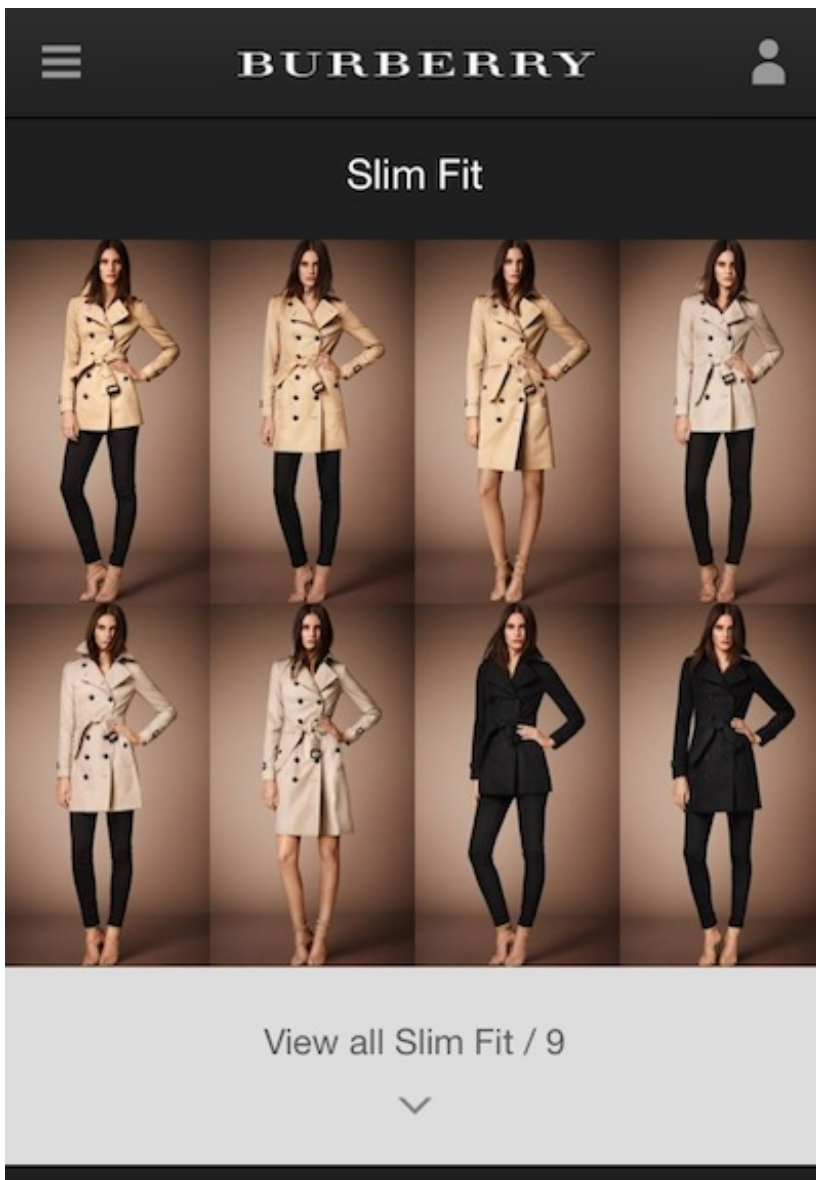
A click-through on the ad takes consumers to a dedicated product page for its Heritage Trench Coats for women. At the top, text overlaid on a close-up image of a woman's coat collar tells consumers that the coats “[bring] together over 100 years of British craftsmanship and innovation.”



Landing page

The trenches are available in three colors—honey, stone and black—and three different fits—slim, modern or classic.

On mobile, consumers can select whether they would like to view styles as a gallery or a list, which will either hide or reveal product names and prices.



Landing page

Men's styles of the Heritage Trench Coat are available if the consumer navigates through Burberry's ecommerce site.

"Burberry leading with their iconic trench coat makes perfect sense for those who know the brand," Ms. Mocherman said. "As I walk through the path to purchase it's clear they are targeting a very specific demographic who is familiar with the brand, the history and exclusivity of Burberry."

"However, the readership of Details is primarily men, and the landing page highlights the trench coat for women requiring the use of navigation to get to menswear."

Branded banners

Burberry has previously used its brand name to garner attention from readers.

British fashion house Burberry boosted its spring/summer 2013 campaign through an advertisement on the mobile site of Condé Nast's Vanity Fair that simply stated the brand name.

The click-through on the banner ad led consumers to Burberry's mobile-optimized site that

was focused on the new campaign. However, the brand may have missed out by not putting a direct call to action on the ad ([see story](#)).

Previously this season, Burberry used a banner advertisement to connect with consumers on British Vogue and W magazine's mobile-optimized Web sites.

The ads invited consumers to discover Burberry's spring/summer 2015 collection, which had recently been released to stores. These mobile ads likely inspired more consumers to visit the brand's Web site and hopefully spur conversions ([see story](#)).

In order to generate sales from a mobile effort, the entire path to purchase has to be optimized for the audience.

"This ad will bring in the audience who are already likely Burberry customers," Ms. Mocherman said. "To make this ad more effective brands need to ensure they are walking the consumer down the right path to purchase based on the ad network's primary demographics or the user will end up frustrated or even worse, they will leave the page completely."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/2MleK1F1TOo>

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