

ADVERTISING

Chanel captures consumers' attention with subtle pop-up video

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Chanel's new Girl bag was the focus of the advertisement

By KAYSORIN

French fashion house Chanel is engaging consumers with a pop-up video on the mobile-optimized site of Harper's Bazaar.

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Luxury Daily

The video appears when consumers navigate to the homepage of the magazine and plays a short clip from the "3 Girls, 3 Bags" campaign that highlights the Girl handbag. Using a pop-up format to display advertising ensures that consumers will pay attention and raises the likelihood they will remember the brand's campaign.

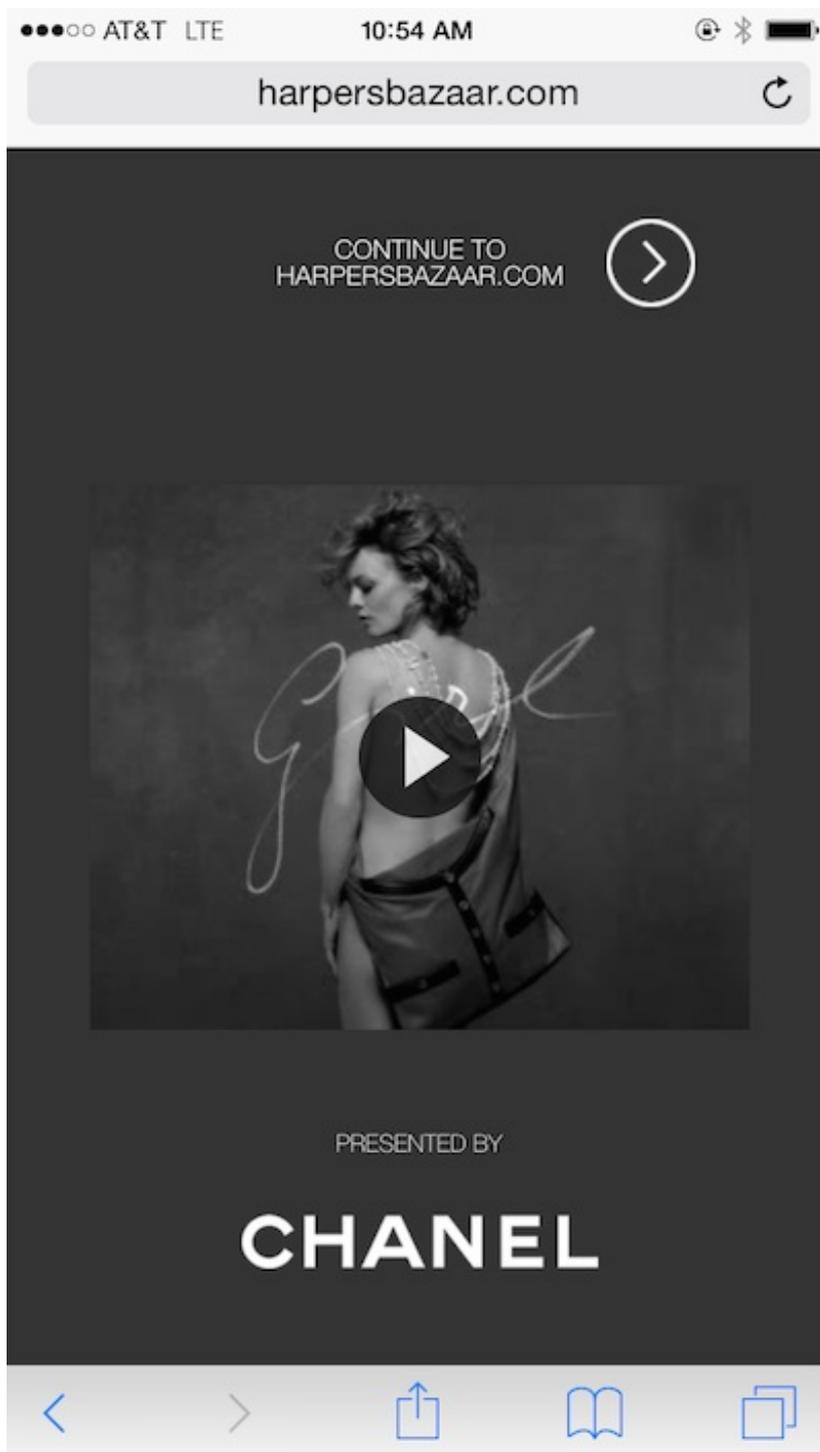
"Video can capture attention in a much stronger way than a regular banner, which is why we're seeing such huge growth in online video advertising now," said Jocelyn Bull, regional vice president North America at [Somo](#), New York. "It's much harder to ignore a moving image than a static picture, but a pop up video can be intrusive - it interrupts the viewing experience - so careful targeting is even more important to ensure the ad is relevant and appealing."

Ms. Bull is not affiliated with Chanel, but agreed to comment as an industry expert.

Chanel was unable to comment directly.

Pop stop

Mobile-optimized sites are an ideal location for advertising, especially as consumers are making more and more purchases from their mobile devices. Many brands use mobile banners or social videos to appeal to consumers who are reading publications on their phones or tablets.

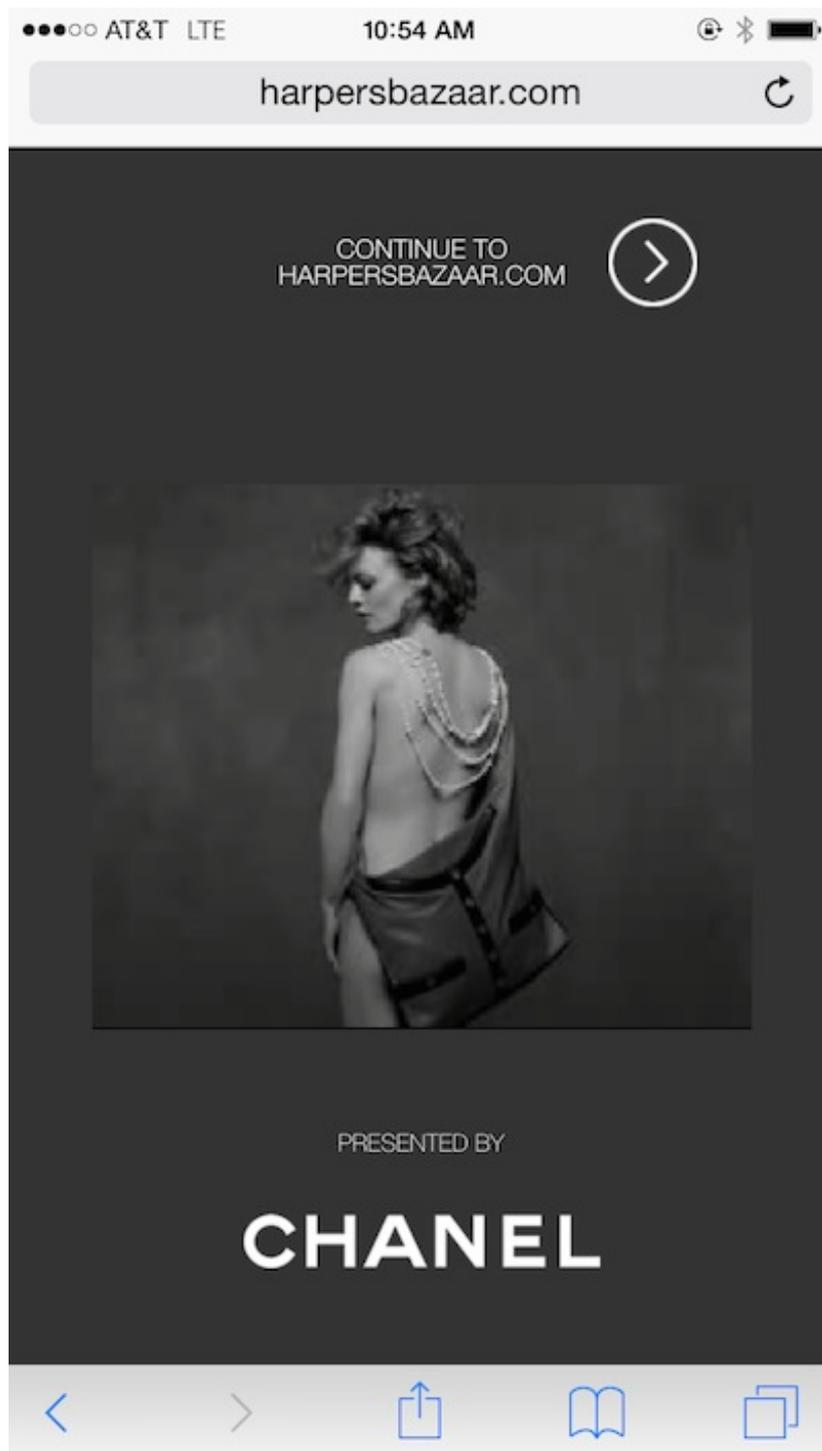


The video pops up automatically on the screen

A video is more captivating than a still photo, and consequently a good choice for a pop-up ad that will have the consumer's full attention for a few seconds. Chanel's decision to use a video shows that the brand is eager to bring consumers into its world.

While pop-up advertisements can be annoying to consumers, they do ensure that the message is received. By keeping its video no longer than a few seconds, Chanel is

ensuring that consumers will not become frustrated with the ad and resent the brand.



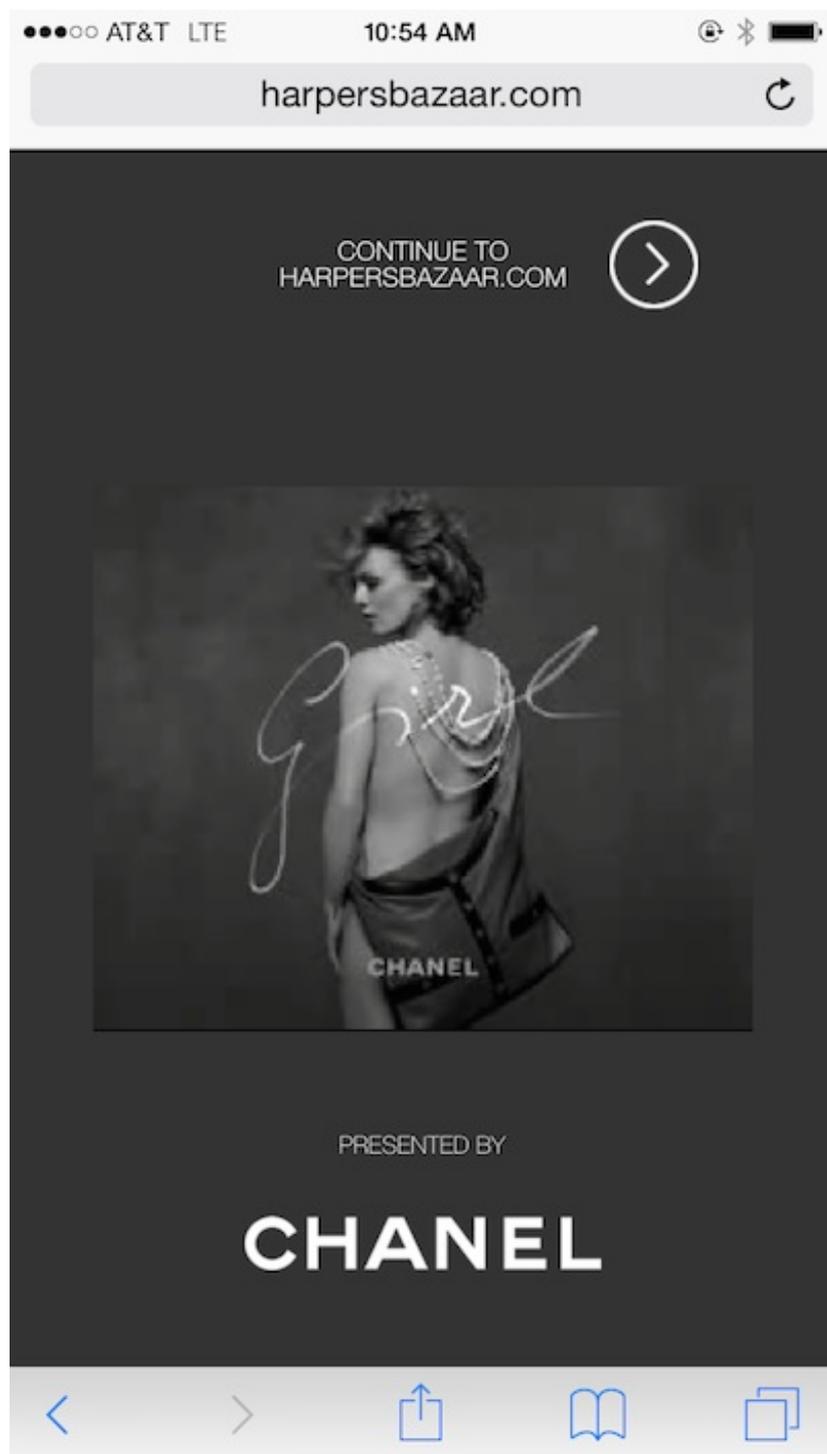
The ad features Vanessa Paradis with the Girl handbag

The ad shows French model and singer Vanessa Paradis standing nude in front of a grey background. She wears a multi-strand Chanel pearl necklace and the Girl handbag, which is inspired by Chanel's iconic jackets.

By highlighting the bag in this way, Chanel is focusing consumers' attention on the product. This will likely result in increased conversions or more traffic to Chanel's Web site, so that consumers can learn more about the bag.

Having the ad in black and white also helps keep it neutral and inoffensive. The elegant script and faded lighting make the ad very appealing to look at and will likely promote

Chanel's classy aesthetic.



After the video, viewers were taken to Harpers Bazaar's homepage

Screen grab

The brand has previously used mobile marketing strategies to connect with consumers. For example, the French atelier enticed readers of New York magazine's fashion and style blog The Cut to learn about the brand's iconic fragrance Chanel N°5 and a famous anecdote.

Chanel placed a straightforward banner advertisement on The Cut's mobile-optimized Web site that did not distract the reader with color but rather by asking a question. Although banner ads are meant to distract the reader from their original intention, Chanel's ad fit onto the page and used only its own notoriety to attract attention ([see story](#)).

In the past, Chanel has experimented with pop-up advertisements elsewhere. In 2014, the French fashion house attracted consumer attention for its fall handbags with an interactive mobile advertisement on New York magazine's The Cut blog.

Featuring brightly colored tiles, the banner ad let consumers click to view pop-out imagery of the label's fall/winter 2014 handbags. Letting consumers interact with an ad before clicking through may have helped sway them to leave a content page ([see story](#)).

Chanel's pop-up video on Harper's Bazaar's mobile site will help attract the attention of consumers and promote interest in the Girl handbag.

"Harper's Bazaar claims to deliver 'affluent, educated, professional women' to advertisers, so Chanel this would appear to be a great brand fit," Ms. Bull said. "Part of the SS15 '3 girls 3 bags' campaign featuring Vanessa Paradis, Alice Dellal and Kristen Stewart, this ad is stylishly shot and combines a modern feel with the heritage of Chanel.

"The use of brand ambassador Paradis for this ad might signify a focus towards an older audience - again, a likely good fit for Harper's Bazaar," she said.

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/u5HLYiz8YPk>

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