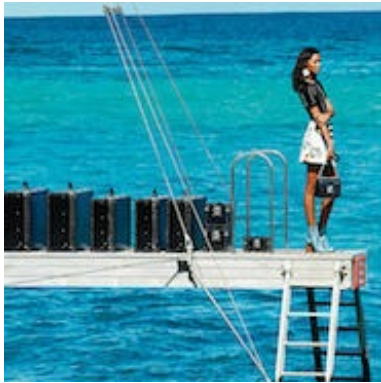


MOBILE

## Louis Vuitton inspires vacation wardrobe preparations with The Cut mobile effort

April 21, 2015



*Louis Vuitton Spirit of Travel campaign 2015*

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By SARAH JONES

French leather goods house Louis Vuitton is reaching out to consumers as they plan their summer vacations with a travel-themed effort on New York magazine's blog The Cut.

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Louis Vuitton's ad, found on the desktop and mobile-optimized versions of The Cut, leads with a bright blue sky from the brand's 2015 Spirit of Travel campaign shoot in the Caribbean. While New York is slowly warming up, the tropical climes depicted will be a welcome departure for The Cut's readership.

"Louis Vuitton has built a branding empire based on quality, high-end reputation, beautiful storefronts – and memorable packaging," said Gay Gabriliska, senior vice president of operations at **Graviti8 Marketing**. "The ad reaches those consumers who are starting to make their summer plans and don't go anywhere without their Louis Vuitton in tow."

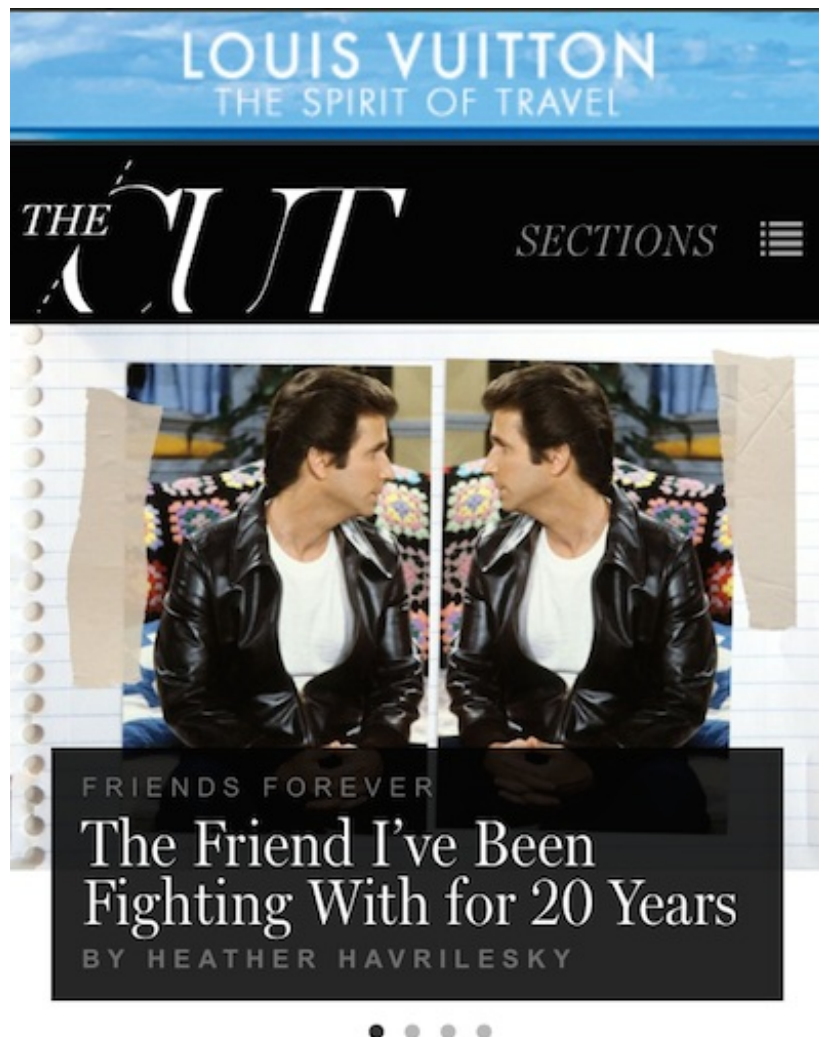
"The imagery resonates with every person who is daydreaming about their next vacation, somewhere on a sandy beach or snorkeling in the ocean," she said. "By focusing more broadly, The Cut captures the attention and imagination of a larger potential audience."

Ms. Gabrilka is not affiliated with Louis Vuitton, but agreed to comment as an industry expert.

Louis Vuitton did not respond by press deadline.

Travel guide

Louis Vuitton's ad on mobile appears on the homepage of The Cut in the banner position. Against a backdrop of a turquoise sky, it shows the brand's logo in white followed by "Spirit of Travel."



## THE LATEST

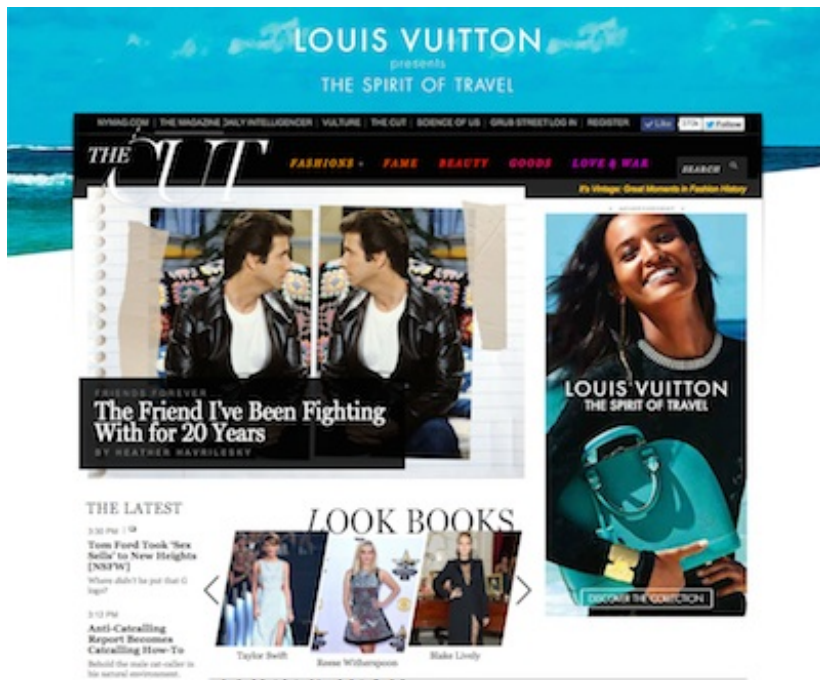
*Louis Vuitton Spirit of Travel ad on The Cut mobile site*

On desktop, the banner is expanded to a larger frame around the navigation bar, with the ocean waves visible next to the top content. A coordinated side ad shows one of the campaign images, and invites consumers to "discover the collection."

"First of all I like the execution which is very well done," said Jeff Gunderman, president of [Eye](#), New York. "Too many times brands fail to create a well executed online/mobile experience by just slapping up a banner and hoping people click."

"This gives Louis Vuitton headline presence at the top of the page but also reinforces the

brand with the vertical ad on the right side of the page," he said. "And the ads are clearly associated with each other with the use of water in the backgrounds and the blue handbag carries the look and association across the vertical ad."



*Louis Vuitton Spirit of Travel ad on The Cut desktop site*

The landing page is mobile-optimized. Consumers are presented with options to explore the campaign placed against a campaign photo showing model Julia Nobis leaning against a pile of fuchsia trunks on a row boat.



### *Landing page*

Louis Vuitton's latest Spirit of Travel campaign shows its handbags and trunks against the vivid backdrop of the Caribbean, with photographer Patrick Demarchelier capturing models beachside. This campaign enables Louis Vuitton to celebrate travel's place within its DNA ([see story](#)).

The user can either navigate to view the entire campaign film, or watch chapter by chapter, as each bag gets its own feature. For mobile, this enables them to view shorter snippets of content, rather than committing to a longer video.

Louis Vuitton's full campaign film paints a story around the campaign, with a voiceover that talks of "a modern voyager, always looking forward." As the models walk along the beach or climb hills, the voiceover continues, "Whoever lives sees, but whoever travels sees more."





*Still from Louis Vuitton Spirit of Travel film*

Individual campaign films take 15-second moments from the longer video. For instance, the Alma bag is shown in various scenarios against the voiceover "There was a mountain, I climbed it."

"By splitting the handbag collection in to chapters Louis Vuitton is able to tell a story about each style," Ms. Gabriliska said. "They are essentially saying one size doesn't fit all, so understand the ins and outs of each design and then decide which one suits your style, similar to when you pick up a good book and you want to understand every facet of a characters personality."

"This is a very unique approach to get the consumer to care, and to have an opinion based on what they have discovered."

Right after the video plays, consumers are invited to flip through a slideshow of campaign images featuring all of the bags. In one, models Liya Kibede and Maartje Verhoef walking up mirror image hills, handbags in hand.

On desktop, these photos appear with plus sign icons, which when clicked will bring up details of the products shown. For mobile, the same experience is accessible from a button below each image, labeled "discover the collection."

HOME



DISCOVER THE COLLECTION

### *Screenshot of Louis Vuitton mobile-optimized site*

From here, consumers can add apparel, accessories and handbags to their shopping bag, or call customer service for assistance. Louis Vuitton's trunks, which feature prominently in the campaign, are not available through ecommerce.

"I like giving consumers choices," Mr. Gunderman said. "One of the key focuses of brands executing good mobile campaigns is to surprise and delight the consumer and Louis Vuitton does just that. Incredible imagery and great online and mobile executions. You want to spend time exploring."

"I especially like that they make the two bags and the trunk the focal point but then allow consumers to see and get information on the other key products on the model like earrings, other jewelry and shoes," he said. "And the interactive Web site allowing you to fully explore every product with color choices and materials is excellent."

"Although an excellent ad campaign with right audience and excellent execution, the commerce piece is a little confusing. It does lead you to buy online or call but I believe an option to find a local boutique to see the product and try it would enhance the experience."

"It is also not fully clear you get to an ecommerce option as the 'buy' messaging is very

subtle. Likely on purpose being a luxury brand but never the less could be more powerful."

### Venturing out

Vacations is one main motivation to shop, as consumers look for a new carry on or outfit for a specific locale. A number of brands have spoken to this impulse with travel-themed mobile ads.

British apparel brand Burberry is showing the versatility of its handbags through a banner advertisement on travel publication Departures' Web site.

At first glance, readers of Departures may assume that Burberry placed an ad for its new Bee handbag due to the roomy bowler style, making it ideal for travel as a small catch-all. Brands often place ads that are relevant to the content primarily featured on a publication's mobile and desktop Web page ([see story](#)).

Also, luxury marketplace Farfetch is reaching out to the world travelers reading Departures online through an display advertisement to build awareness for its international network of boutiques.

Farfetch's ad features its first brand campaign, which is designed to express a sense of varied fashion awaiting consumers at one single Web site. The ad's bright South African setting will likely pique the interest of wannabe travelers as they await their next trip ([see story](#)).

An affluent audience is more likely to travel frequently, making this a fitting approach.

"It seems LV likes The Cut as they have been there before so clearly something is working for them," Mr. Gunderman said. "Also a fashion forward audience is typically a higher income bracket and likely more prone to travel. In this case travel in fashion with the right luggage.

"I especially like that Louis Vuitton is speaking to its core audience many of whom likely have their handbags and promoting their luggage. It all works."

### Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/anQ2KoAcsoo>