

MOBILE

Mobile phones most personal way to reach consumers: Havas Media exec

April 30, 2015



Luxury brands are increasingly using mobile marketing to engage consumers

By NANCY BUCKLEY

NEW YORK – Brands have become obsessed with technology, but oftentimes forget the consumer in the equation, according to an executive from Havas Media at the Luxury Insights Summit 2015 April 29.

Sign up now

Luxury Daily

Marketing tactics have remained relatively similar for decades, but the medium it is presented on has changed. Adjusting to integrate technology at the core of a business is necessary for brands looking to move the Internet and mobile into the background of every decision and integrate it into the heart of the brand.

“Digital is a bit like oxygen,” said Tom Goodwin, senior vice president of strategy and innovation at Havas Media, New York. “It brings light into ideas.

Luxury Insights Summit 2015 was organized by Luxury Daily.

Surrounded by digital

Content marketing on brand publications and blogs are often celebrated, but the concept has been around for centuries. The base of advertising has been the same for generations, but with the addition of the digital world, brands are given an opportunity to

create something new.

“The creative from the past and merely putting it in future platforms, that is not change,” Mr. Goodwin said.

Newer brands, such as Uber or Airbnb, have stemmed from digital as its heart. Brands that have been around much longer, like most luxury brands, have a harder time creating this digital experience, but reimagining marketing campaigns is necessary.



Mr. Goodwin at Luxury Insights Summit

“There will be a generation of people that will grow up with no concept of time offline at all,” he said.

The generation that currently consists of school-aged children have had digital at the core of their life. Looking toward the future of technology and the fast-pace of the digital world is necessary for brands looking to engage consumers.

This attempt often creates tension between modernity and timelessness for brands. The contrast between the old fashion world of stories and the artisanal realm of craftsmanship and where that meets modernity is tough to navigate.

“Anything that is new, we think it is better than the old,” he said.

The newest item is not always the most practical, but trying new things and allowing technology to create new experiences for consumers allows brands to strive toward futuristic marketing.

Mobile is the gateway to everything for most individuals.

“[Our mobile phones] are the most personal thing we have ever owned,” Mr. Goodwin said. “They are our point of sale, our maps, our social graph, they are kind of the center of our life.”

Using the real-life trend of mobile phones to most consumers, brands can use this to create experiences. They can add unique functionality for consumers to interact with the

brand.

Every member of a brand should be looking at new platforms and new outlets to reach consumers. Placing digital at the core of the brand allows every section to be involved and connected with consumers.

Surrounded by digital

Digital outlets are creating different experiences for shopping. Many consumers are using stores as showrooms rather than purchasing hubs. Creating digital experiences in-store and on storefronts can add to the consumer's digital experience in-store, if done right.

For instance, Ferrari Australasia is changing its consumers' showroom visits with an augmented reality application that allows immediate customization and an in-depth look at the vehicles.

Consumers will be able to see the car in a specific color, with certain rims and more options that complete the new showroom walkaround. Integrating digital into a showroom allows frontline sales people from Ferrari to provide more detailed information and connect with consumers through more mediums ([see story](#)).

Also, department store chain Neiman Marcus is changing the apparel shopping experience for consumers with a new digital mirror that remembers users.

The Memory Mirror takes a 360-degree video of a client modeling a particular outfit, allowing them to see clothing on themselves from all angles as well as save and share the visual. This interactive digital touchpoint will alter the in-store experience for Neiman Marcus' consumers and further empower sales associates to provide customer service ([see story](#)).

Experiences online, in-store and on mobile create one overall opinion among consumers of the brand. Maintaining an equal experience on every platform is key for brands in trying to connect with consumers.

"It is good to think about everything that happens as being part of the shopping experience," Mr. Goodwin said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/hoRXpm-ibfg>