

MOBILE

Miele prompts kitchen makeovers with shelter publication placements

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Miele range

By SARAH JONES

German appliance maker Miele is raising awareness for the design appeal of its ranges with advertising efforts across a number of shelter publications.

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Luxury Daily

On Hearst's Veranda and Elle Décor, Miele is running sponsored content, providing tips and inspiration for decorating, while Condé Nast's Architectural Digest is hosting Miele display ads. These concurrent placements will help Miele be noticed by consumers seeking ideas for a remodel, regardless of which publication they turn to for advice.

"Brands today, particularly luxury brands, are looking for the most compelling creative canvas to share their brand's story," said Ari Lewine, co-founder and chief strategy officer of [TripleLift](#), a New-York based native advertising technology company.

"In the past, the canvas was limited to banner ads," he said. "Asking a luxury brand to share their story within the confines of the small boxes and rectangles banner ads offer is a challenging proposition. I think Miele was looking to have an editorial placement in the center of the page, formatted like content, to capture their target customer's attention in a way that mobile banners aren't able to."

"Through integrating Miele's message within relevant content focused on home decor and design, Miele is able to reach their target audience and do so when their audience is actively searching for home design inspiration and most receptive to Miele's story."

Mr. Lewine is not affiliated with Miele, but agreed to comment as an industry expert.

Miele did not respond before press deadline.

Cooking up interest

Miele's ad on Architectural Digest's site viewed both on desktop and mobile appears in the banner and side positions on the publication's homepage.



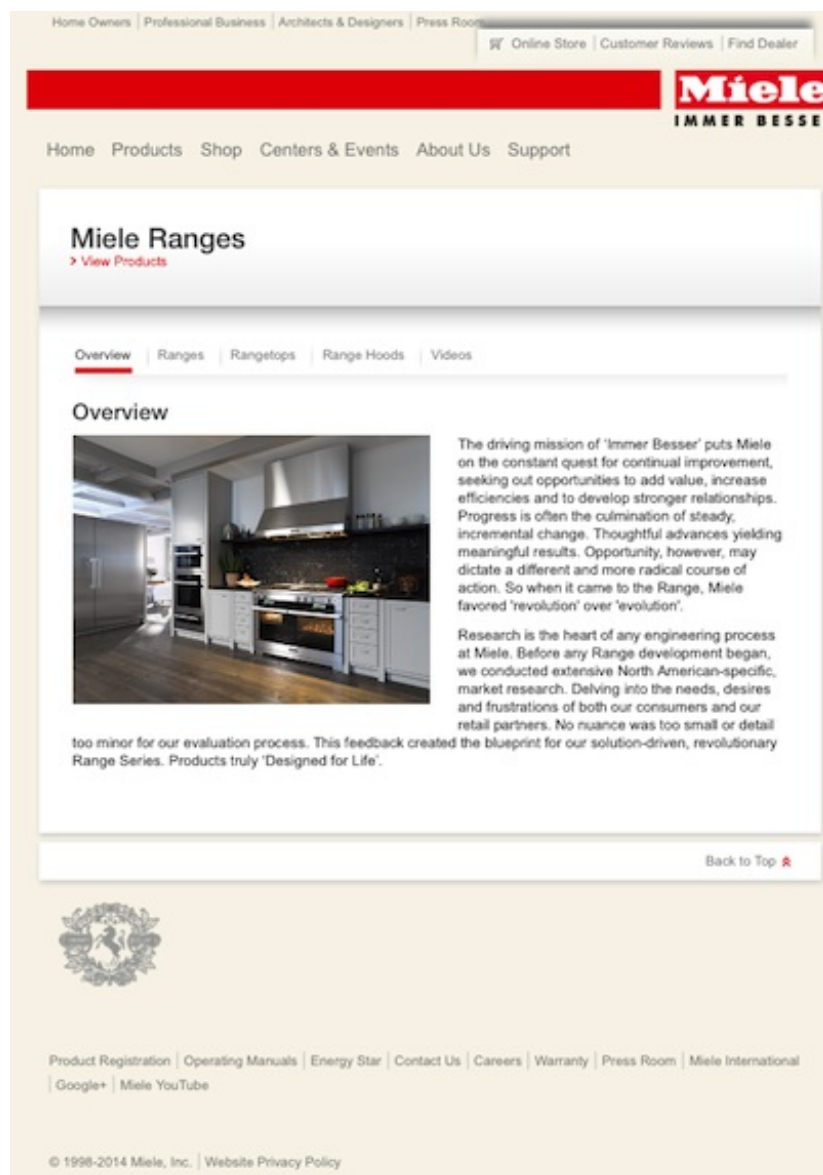
Screenshot of Miele ad on Architectural Digest

The banner shows a head-on photo of a stainless steel range in use, accompanied by the tagline "The only range sophisticated enough to be a Miele."

Miele's second ad lower on the page shows the new range from an aerial perspective, with food cooking on top. The ad tells consumers that their "culinary adventure awaits" and prompts them to "learn more."

On the landing page, Miele speaks specifically to U.S. consumers, letting them know of

the market-specific research and development that went into making cooktops that would fulfill their needs. After an introduction, consumers can click-through to view key features, such as touch screen controls, oven humidity optimization and backlit knobs.



Landing page

A page of videos shows the ranges in action, baking a pie or a roasting a tenderloin.

Another piece of creative that appears is an ad that details a promotion in which consumers who purchase a range get up to \$1,000 off a dishwasher. This deal, laid out on a dedicated landing page, may prompt consumers to make their decision faster.

On Elle Décor, Miele appears on the publication's mobile homepage, with sponsored content labeled "Kitchen Design Inspiration." This includes topics such as "15 Stunning Designer Kitchen Islands" and "How to Make Your Kitchen Look Expensive."

KITCHEN DESIGN INSPIRATION

ELLEDECOR + **Miele**



15 STUNNING
DESIGNER KITCHEN
ISLANDS

HOW TO MAKE YOUR
KITCHEN LOOK
EXPENSIVE



FOR SALE: THE PRIVATE ISLAND WHERE MARILYN MONROE

Miele sponsored content on Elle Decor

These link to galleries of photos, which have Miele ads interspersed within the inspiration, featuring the same creative seen in Architectural Digest.

Purchase a Miele Range and get
up to \$1000 off a Miele Dishwasher.



Learn
More >

Miele

RECOMMENDED



Miele ad within sponsored content

Veranda is running similar content, promising “versatile design for any kitchen” in an ad for its sponsored content. Similarly to on Elle Décor, Miele’s content is presented in a gallery, showing ranges in kitchens decorated in various styles.

Must-Haves for a Modern Kitchen

🗪 01 OF 07 | SEE ALL PHOTOS



Miele sponsored content on Veranda

Magazine minded

Other home furnishing brands have turned to shelter publications to reach consumers where they are doing research.

For instance, appliance maker Jenn-Air is ensuring visibility surrounding the Architectural Digest Home Design Show with display ads on the magazine’s desktop and mobile Web sites.

A takeover during the show for the brand’s new refrigerator was followed up with a promotional effort that aims to get consumers to commit to a home transformation. This may help get consumers to further stages of the purchase funnel, while expanding the impact of the brand’s booth at the trade show ([see story](#)).

Native content is one way for interior labels to show off their products in a natural way.

For example, U.S. brand Ralph Lauren Home provided interior decorating ideas through an editorial feature across the Web sites of Hearst shelter publications Veranda, Elle Décor and House Beautiful.

For “The Inspiration Project,” six of the magazines’ editors used Ralph Lauren Home paint to transform a room in their homes and then shared before and after images in an editorial feature that ran on all three Web sites, paired with Ralph Lauren paint ads. Involving the editors of the magazines makes the content more naturally appealing to the publications’ readership ([see story](#)).

"These types of efforts tend to yield far greater results than typical banners, and Miele should expect to see higher brand awareness and purchase intent among their target audience," Mr. Lewine said.

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/KSgiz2VOXB0>

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