

MOBILE

Burberry prompts Father's Day gifting via mobile ad

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Burberry gift guide for men

By JEN KING

British fashion and accessories house Burberry is helping readers of Departures' mobile Web site give "with love" through a series of advertisements.

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Luxury Daily

With Father's Day approaching June 21, brands are looking to establish visibility in the market by promoting items that can be gifted to the father figure in their consumers' lives. Timely efforts are beneficial as they may inspire a consumer who comes across an ad to explore the brand's offerings further since it is not aimless shopping, but rather purchasing with a loved one in mind.

"Luxury shoppers are not the majority sector in the marketplace," said Shuli Lowy, marketing director at **Ping Mobile**, Beverly Hills, CA. "Accordingly, luxury brands need to consider methods through which to target their niche audience when placing ads.

"From a content perspective, Departures is a sensible site for Burberry to place ads on," she said. "Luxury enthusiasts who are reading Departures, a luxury magazine, are more likely to be in Burberry's target audience."

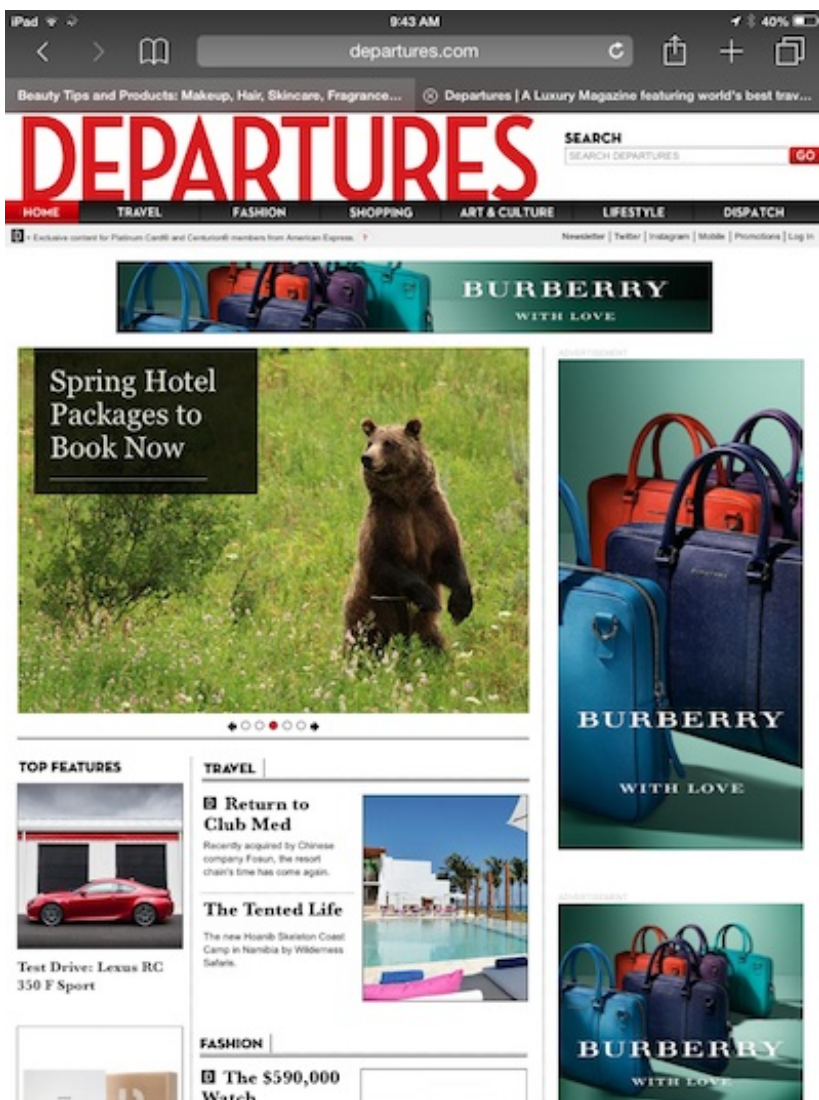
Ms. Lowy is not affiliated with Burberry, but agreed to comment as an industry expert.

Burberry was unable to respond directly.

All my lovin’

Despite Time Inc.-owned Departures’ Web site not being mobile-optimized, Burberry selected the publication as an ideal title to publicize its products. Having a site that is not mobile-optimized can be frustrating for a consumer, but if a brand’s ad is attractive and displays items of interest, this may lead to click-throughs.

Burberry’s mobile ad is placed in three boxes near the header of Departures’ home page. The first appears as a banner while the other two are located in the sidebar position.

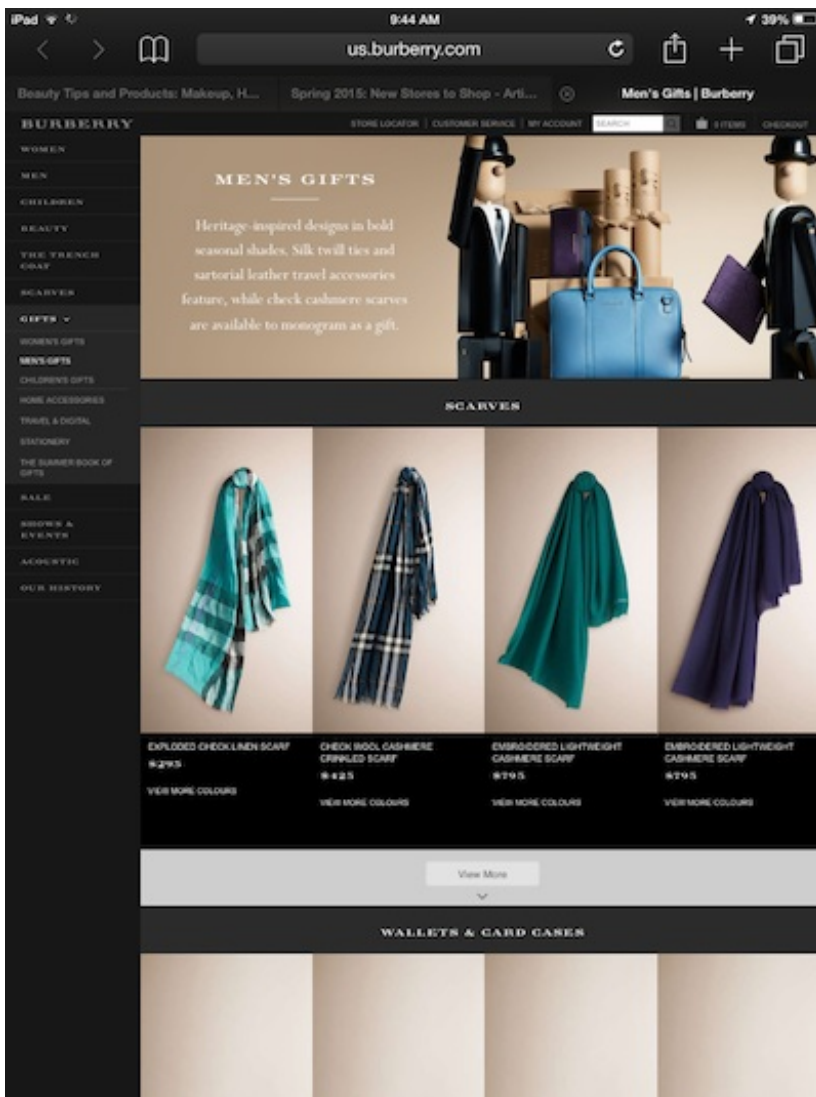


Burberry With Love ads on Departures

Text laid over the ads reads, “Burberry” and “with love” to connect to gifting as Father’s Day presents are likely to be on the minds of those reading Departures.

A click-through on the effort redirects to Burberry’s ecommerce Web site in a section dedicated to men’s gifts. In a playful image at the top of the page wooden soldiers sporting suits stand next to the briefcase shown in the ad while a text box explains that the products found in the gift section are “heritage-inspired designs in bold seasonal shades.”

Here, consumers can find “silk twill ties and sartorial leather travel accessories” as well as the Heritage scarf, “check cashmere scarves” that can be monogrammed as a gift.



Landing page for the Burberry With Love ads

For the winter holidays, Burberry emphasized personalization by providing its monogramming service both in-stores and online. Burberry's monogramming service allows for the personalization of the My Burberry women's fragrance, the Heritage scarf for men, women and children and the women's Color Block Blanket poncho. Consumers can select up to three initials in the Burberry font to be added to the product of their choice (see story).

The scarves are the first to be shown in the product display below the introduction. In the following sections, the consumer can browse wallets and card cases, bags such as drawstring backpacks and the briefcase from the ad in addition to travel and digital accessories, watches and colognes.

For consumers initially interested in the briefcases shown in the ad on Departures, they may become discouraged because the landing page does not offer a direct route to purchase. Instead, the consumer must weed through other product categories before the briefcase is rediscovered.

Burberry may see an increase in purchases if the briefcase is presented more clearly and then the gift guide is promoted separately.

"If an ad is promoting a specific product set then the landing page should align with what

is promoted," Ms. Lowy said. "However, if a brand's ad creative features a few specific products as part of its overall seasonal campaign it is okay for the click to land on the site's general landing page."

To give

Due to changes in consumer behavior, retailers can no longer wait for holiday shopping in the fourth quarter to turn a profit, according to a new report by Unity Marketing.

In the past, retailers have relied on shopping holidays such as "Black Friday," the day after Thanksgiving, to convert annual losses into profits as consumers flock to stores for holiday gifting. With the fourth quarter no longer as profitable as it once was, and retail sales per quarter flattening, retailers must begin to extend gift giving opportunities throughout the year ([see story](#)).

For instance, leading up to Mother's Day May 10, luxury brands looked to help consumers show their maternal appreciation through thoughtful gifts.

Efforts tugged at consumers' heartstrings, reminding them of fond memories, or focused on making a difference for mothers globally with products tied to a cause. Using an emotional angle for this holiday appealed to consumers who want to get it right for the mothers in their own lives ([see story](#)).

Father's Day will likely see a similar approach that plays off nostalgia and appreciation, but ad efforts must be relevant and engaging to be effective.

"From a user experience standpoint, Departures is not an optimal site to advertise with as the site is not mobile-optimized," Ms. Lowy said. "That not only makes the content and the ads nearly illegible on a mobile device but it also means that most of the people who visit the site on their phones will immediately leave it.

"Luxury shoppers expect a luxurious digital experience. There is no excuse for the fact that Departures doesn't have a mobile site," she said. "It's 2015 and over 68 percent of consumers are accessing news and magazine content on their phones.

"Many retailers and content providers are operating on a mobile first approach. At the very least, Departures should have a mobile-optimized site."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/MNDMMMj6d3s>

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