

MOBILE

## Chanel builds collection awareness through Vogue mobile effort

July 6, 2015



*Image from Chanel's Métiers d'Art campaign*

---

By SARAH JONES

French couture house Chanel is generating awareness for its Métiers d'Art collection with a video-enhanced advertisement on Condé Nast-owned Vogue's mobile site.

[Sign up now](#)

**Luxury Daily**

Featuring musician Pharrell Williams and model Cara Delevingne, the ad's video shows only slight movements from the pair, bringing the campaign to life in a subtle way. Chanel's ad eschews a landing page or call-to-action, instead using the placement to build top-of-funnel awareness.

"Vogue caters to influential buyers who strive to have a distinctive personality and ultimately have a genuine appreciation for all things 'exclusive,'" said Gay Gabriliska, chief operating officer at [Gravit8 Marketing](#), Seattle.

"It goes without saying that Vogue is an ideal launching pad for Chanel especially when you consider the demographic they are targeting, the uniqueness of their audience and the personality of their brand," she said.

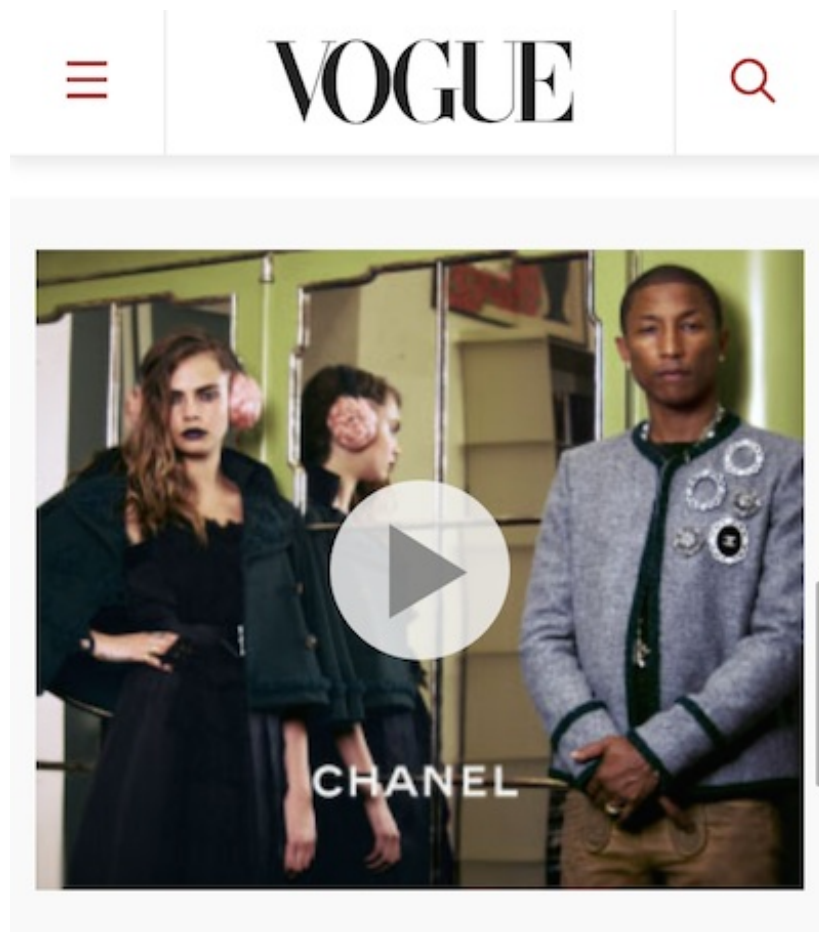
Ms. Gabriliska is not affiliated with Chanel, but agreed to comment as an industry expert.

**Chanel** did not respond by press deadline.

## Moving pictures

Chanel's ad appeared periodically on the homepage of Vogue's site, placed between content.

The ad shows Ms. Delevingne and Mr. Williams standing casually in front of a mirror in a bright green room. Chanel's logo is displayed in its typical white lettering at the bottom of the video thumbnail.



15 hours ago—SHOPPING



Goodbye Gold:  
Silver Jewelry Is the  
New Statement

### *Chanel mobile ad on Vogue*

When the consumer hits play, they view the 11-second film without leaving Vogue's site. To the measure of a twinkling soundtrack, Ms. Delevingne slowly raises her head and opens her eyes, ending looking straight at the camera.

The duo are reprising their roles as the face of this collection.

Chanel previously enlisted Mr. Williams to star in its "Reincarnation" film tied to its

Métiers d'Art runway show Dec. 2 in Salzburg, Switzerland.



*Karl Lagerfeld directing Cara Delevingne and Pharrell Williams*

Directed by Karl Lagerfeld, the mini-film also featured Chanel and Mr. Lagerfeld favorites, Ms. Delevingne and Hudson Kroenig, the son of another brand and designer muse, model Brad Kroenig. In the past, Chanel tended to use only fashion models for campaigns, but as the lines between model and celebrity have blurred, the house has incorporated the industry's best-known faces into its efforts ([see story](#)).

After the video plays, consumers can return to Vogue, but there is no option to continue to Chanel's Web site for more information.

This creates an uninterrupted reading experience, leaving consumers to continue their perusal of the media site, but it also relies on its brand awareness to have consumers complete an action related to the collection in the future.

Engagement over ecommerce

Chanel currently does not sell its fashion online, so this ad's lack of call-to-action will likely not have much impact on sales. If it piques consumers' interest, they will work to find the merchandise in-store.

Because there is no ecommerce on the other side of the link, Chanel's mobile efforts often focus on engagement before click-through.

Chanel 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 help sway them to leave a content page ([see story](#)).

Also, Chanel engaged consumers with a pop-up video on the mobile-optimized site of Harper's Bazaar.

The video appeared 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 ([see story](#)).

"The impact of mobile videos on brand marketing is truly amazing," Ms. Gabriliska said. "Especially when you consider that 92 percent of mobile consumers will share a video with their friends and video converts 70 percent of consumers into actual buyers – higher than any other medium.

"By integrating video in to the placement will ultimately drive Chanel's brand awareness with the millennial demographic while not exclude their existing consumer base," she said.

However, by not including a landing page experience, Chanel may lose out on the potential engagement and consumer discovery.

"The reality is that 65 percent of consumers end up visiting a vendor's Web site after viewing a video," Ms. Gabriliska said. "So it seems Chanel is taking a calculated risk that the video will be engaging enough to get consumers to take that next step on their own because they want to versus subtly encouraging them with a call to action."

Final Take

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

Embedded Video: [https://www.youtube.com/embed/\\_esCgyEINCg](https://www.youtube.com/embed/_esCgyEINCg)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.