

MOBILE

Gucci introduces new campaign in The Cut mobile advertisement

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Gucci fall/winter 2015 campaign

By KAYSORIN

Italian fashion label Gucci is inspiring consumers to start shopping for fall by highlighting its new campaign on the mobile-optimized Web site of New York magazine's The Cut.

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Gucci ran multiple different versions of its fall/winter 2015 advertisement on the fashion section of the Web site, keeping its approach fresh for consumers who are reading on their mobile phone or tablet. Presenting its latest campaign will likely keep consumers engaged and excited about the new collection.

"Brands tend to desensitize consumers to their mobile ads by recycling the same image over and over," said Gay Gabrilka, chief operating officer at [Gravit8 Marketing](#), Seattle. "What makes Gucci's campaign memorable is the connection the imagery creates with consumers."

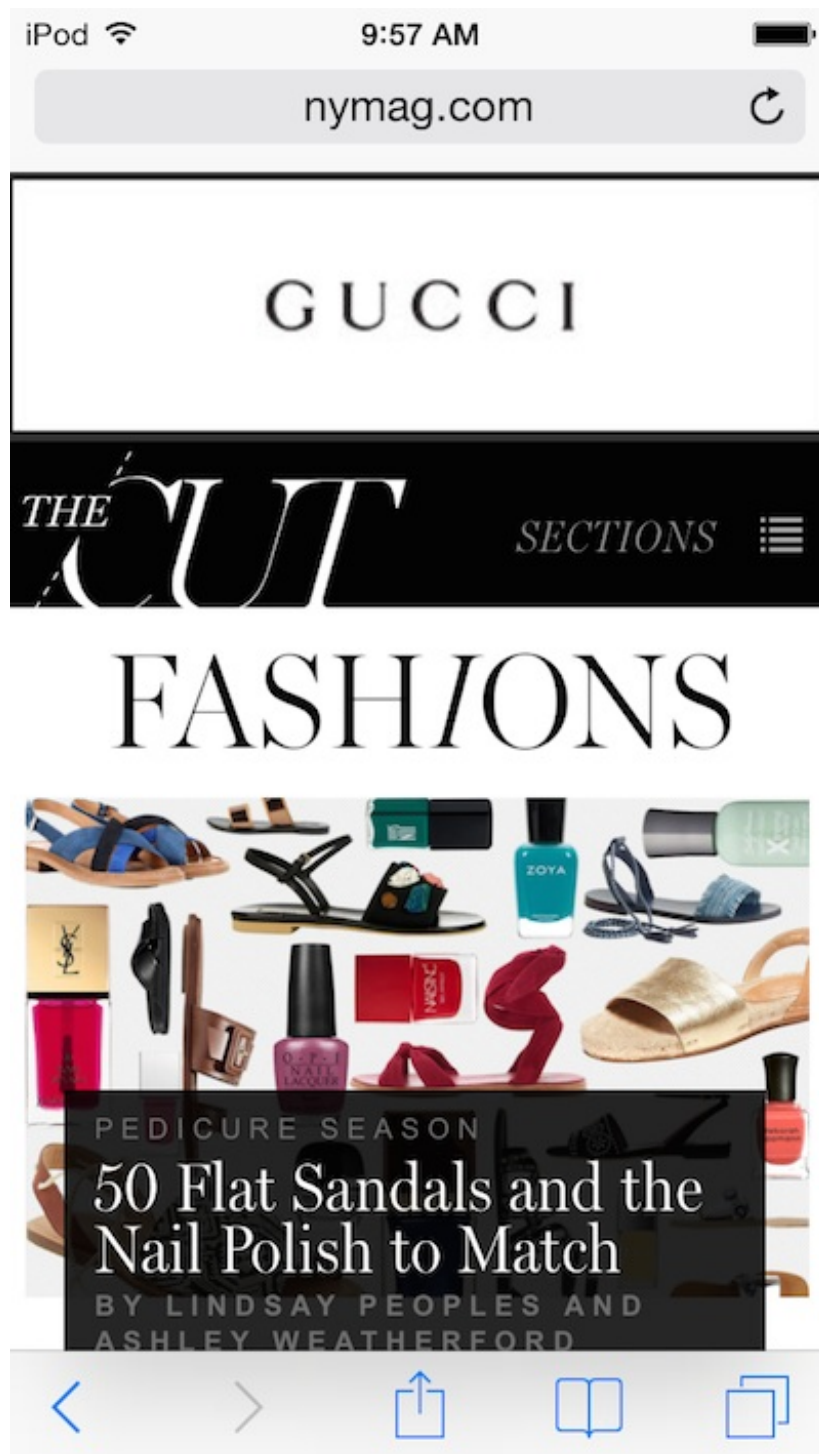
"This campaign gets visitors to The Cut to think differently about the brand, making it feel more obtainable and inviting to various demographics regardless of economic stature."

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

Gucci was unable to comment directly.

New look

Gucci's campaign features models Tessa Charlotte Bruinsma, Tobias Lundh, Lia Pavlova and Sven de Vries. Photographer Glen Luchford captured the images, focusing on a city landscape and the daily commute.



Gucci advertised its new collection on The Cut

The campaign is for the most recent collection by Gucci's new creative director, Alessandro Michele.

Mr. Michele began his role at Gucci earlier this year. The Kering-owned fashion label announced Mr. Michele as the house's new creative director after the dismissal of Frida Giannini.

Mr. Michele's career began at Fendi as the senior accessories designer where he worked

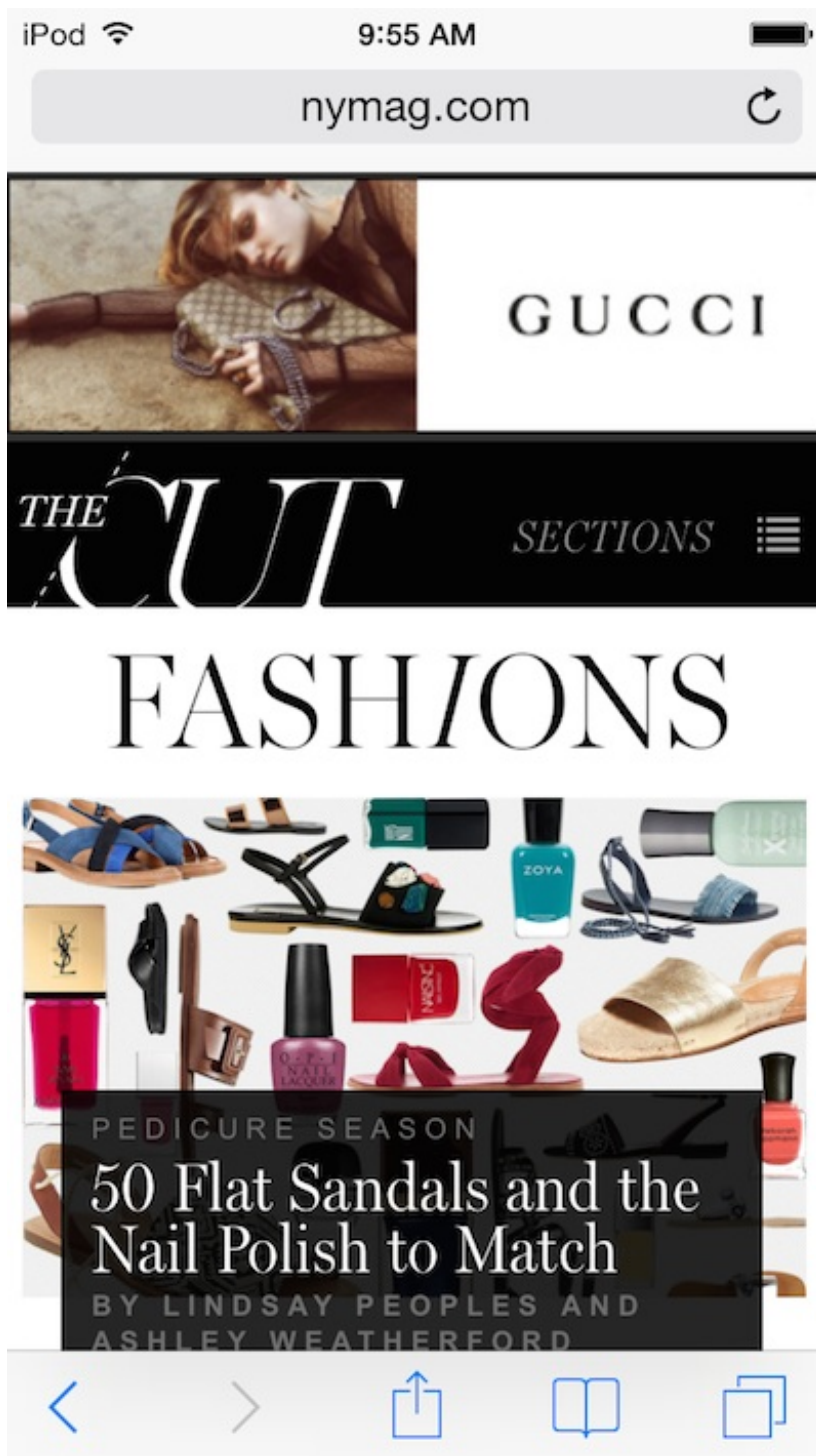
with Ms. Giannini. In 2002, Mr. Michele joined the Gucci team and was promoted as associate to Ms. Giannini in May 2011, but even though they have worked alongside one another for many years, the designers' aesthetics and visions are very different ([see story](#)).



The images used were from the fall/winter 2015 campaign

The mobile campaign on The Cut featured five unique looks from the fall/winter 2015 campaign. By using a diverse array of images, Gucci will likely appeal to consumers who frequently visit the Web site on their mobile devices.

The landing page for the advertisement was Gucci's Web site, which is currently focusing on the fall 2015 handbag collection and the Dionysus bag. Taking consumers to a page where they can view more information will likely increase the rate of conversion.

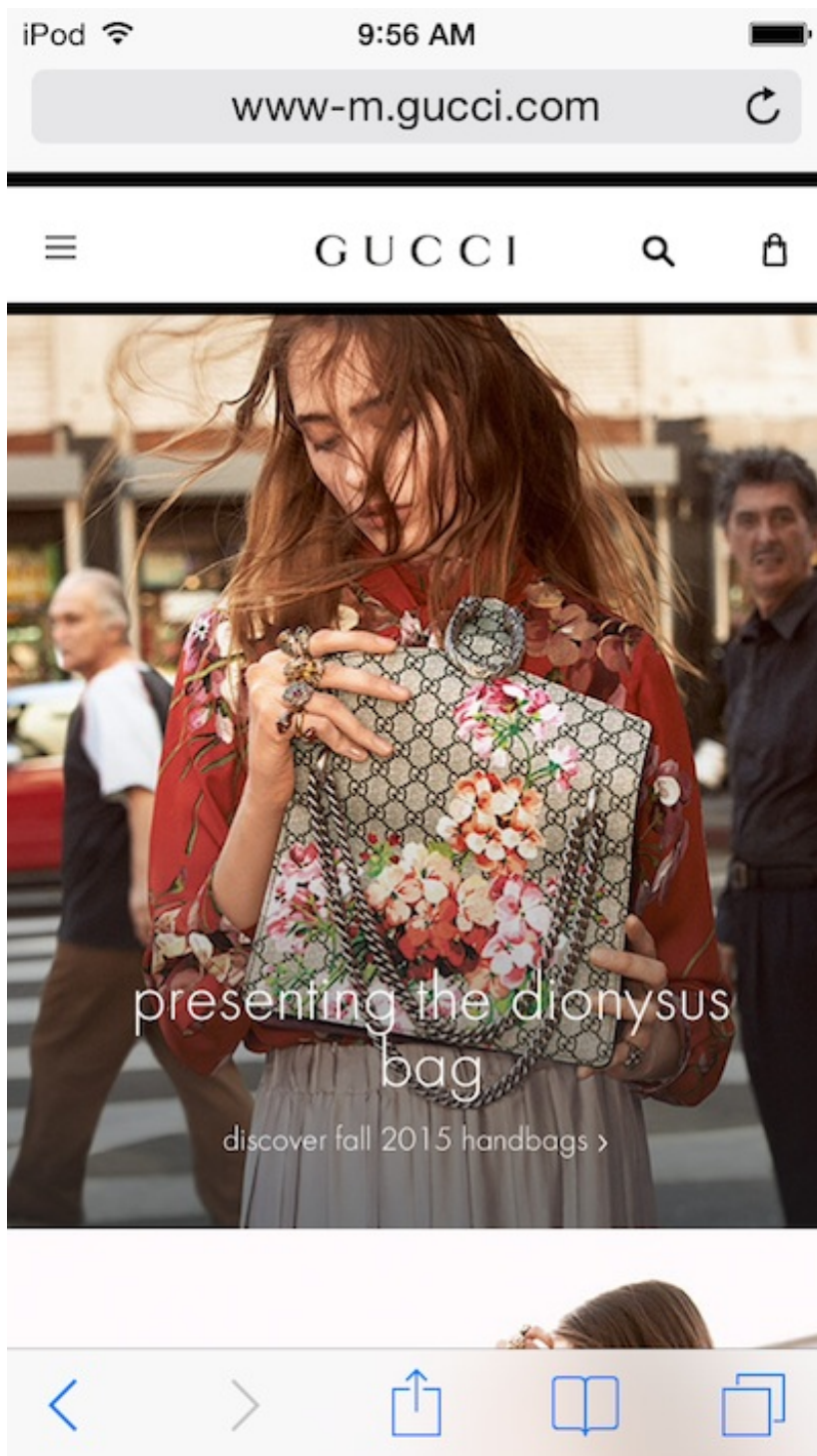


Gucci used multiple images in its mobile ad

The Cut is a popular blog among affluent and stylish consumers. Since it aligns well with Gucci's consumers it was a good choice for this campaign.

"The Cut is very fashion forward ad connects with varying degrees of the modern woman," Ms. Gabrilka said. "The imagery in Gucci's campaign has a high fashion appeal to a demographic that strives to be unique and stand out from the pack – making The Cut a great fit."

Additionally, Gucci chose to showcase its fall/winter collection at a time when many brands are introducing summer sales. Getting a head start on fall shopping will likely place Gucci ahead of the game when it comes to the luxury industry.



The landing page was the Gucci Web site

Perfect partners

Gucci has shared previous campaigns with The Cut's readers. In 2014, the Italian apparel and accessories label aimed for holiday purchases with multiple banner advertisements for its jewelry on the mobile-optimized Web site of New York magazine's The Cut.

Gucci's ads used imagery to showcase specific pieces, giving consumers a visual reason to click-through. Concentrating on a narrow product category helps to give consumers direction as they follow an ad ([see story](#)).

The Cut is an excellent platform for Gucci, so it makes sense that the brand often chooses to advertise there. The Italian fashion house drove traffic to its newly updated mobile Web site through alluring ads on New York magazine's The Cut in 2013.

Two Gucci ads were placed on a single mobile page of The Cut, one was a banner ad at the top and the other was a larger ad at the bottom featuring the same model. Gucci likely placed the ads to show off its newly redesigned mobile site ([see story](#)).

Gucci's mobile ads on The Cut have been successful in the past, so the brand would be wise to continue working with the Web site in the future.

"Mobile ads, when delivered at the right time and in context of what the consumer is doing, can be incredibly impactful," Ms. Gabriliska said. "Brands have to remember that consumers covet their mobile devices so getting them to interact with an ad will be challenging unless it is relevant, the call to action is meaningful, and the message is resonates with them.

"To do this brands need to have a deep understanding of their consumers interests and what inspires them to engage with a brand."

Final Take

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