

MOBILE

Burberry drives traffic to revamped SoHo store with The Cut placement

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Interior of Burberry's SoHo store

By SARAH JONES

British fashion label Burberry is raising awareness for its newly reopened boutique in Lower Manhattan with a mobile effort on New York magazine's The Cut.

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To herald the brand's renovated Spring Street store in SoHo, the house ran a simple text-only advertisement designed to get mobile readers to visit the outpost in person. Using mobile, advertisers can pinpoint consumers likely to be interested in a particular promotion due to proximity.

"While some marketers are quick to criticize an ad that doesn't have a strong call to action, a simple ad creative can be powerful too and has become commonplace amongst luxury marketers," said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA.

"In mobile marketing less is more," she said. "Mobile devices are small and the ads shown on them are even smaller.

"Squeezing too much text into an ad makes it look cluttered and, at times, illegible. A simple ad can leave consumers with a crisp, indelible brand impression."

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

Burberry did not respond by press deadline.

Another opening

Burberry's ad ran on The Cut's homepage. Against a black background, the brand logo flashes first in white.

This is followed by a second state, which reads "Introducing 131 Spring Street." For the local audience targeted, mentioning the specific address will be apt to resonate.

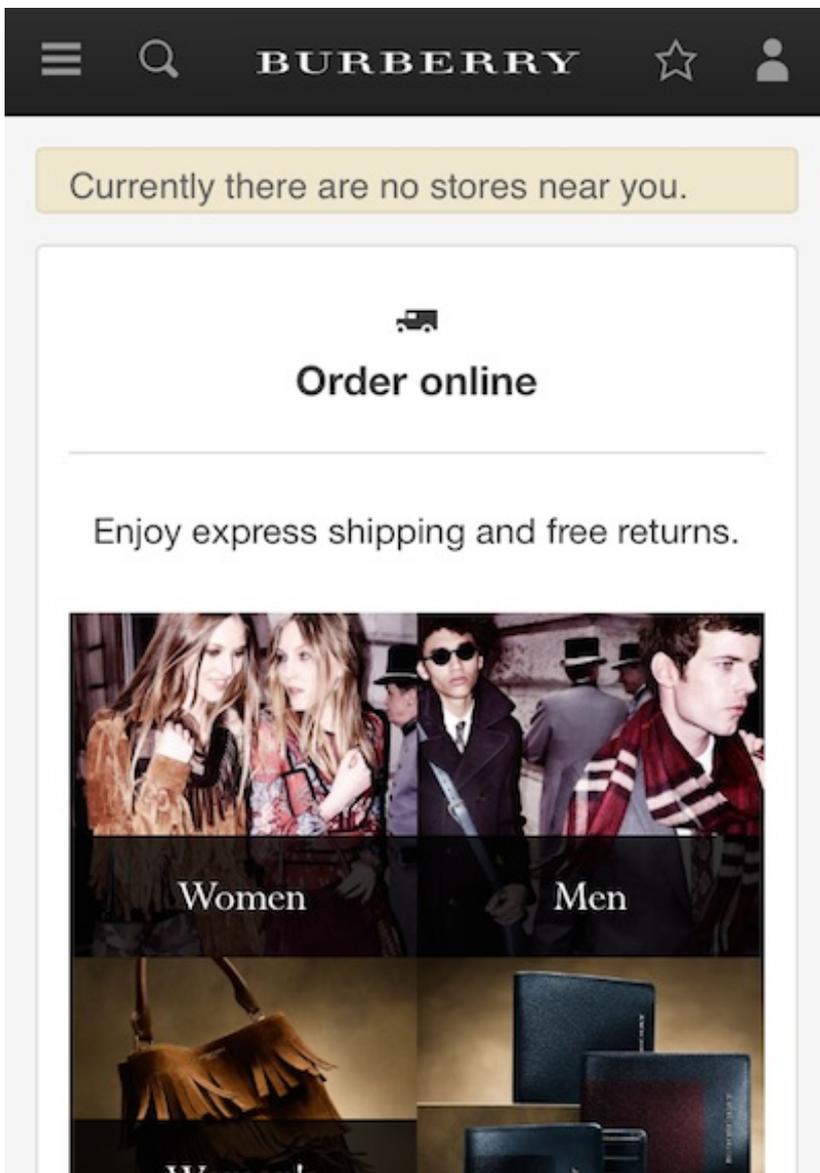


Burberry ad on The Cut's mobile site

Finally, the brand provides consumers with the call-to-action to "Discover the store."

Burberry's landing page brings up the store locator. If a consumer is nearby the Spring Street location, they can get directions to the store via Google Maps or read about the services available, such as click and collect and beauty consultations.

If a consumer is not nearby to any store, the page will show options to buy online or connect with the brand through digital channels.



Landing page

Burberry reopened its SoHo boutique this July after extensive renovations to the space. The redesigned boutique is larger than the original and reflects Burberry's global design concept.

The LEED gold certified-boutique includes large video screens to showcase brand content as well as the broadcasting of live events, enabled by the Burberry Retail Theatre concept. Employees are also armed with iPads, connected to Burberry.com, to provide access to the brand's worldwide inventory. Collect in-store is also available at this Burberry location for purchases made online ([see story](#)).



Exterior of Burberry's Spring Street store

Burberry previously publicized the opening to consumers via an email campaign and social content.

Proximity placement

Other brands have looked to The Cut to reach an audience of in-the-know New Yorkers.

Japanese skincare brand SK-II, for example, aimed to increase awareness for its line of beauty products through a mobile banner advertisement on New York magazine's fashion blog The Cut.

The banner ad found above The Cut's navigation bar promote a pop-up store initiative hosted by SK-II in New York. Promoting a local event series on a regional magazine's blog increased exposure among consumers who were able to stop by and experience SK-II's skincare first hand ([see story](#)).

Executives at the 2015 Mobile Marketing Association Forum New York revealed that 68 percent of mobile marketers are leveraging location-based targeting and using it as a target parameter in their media buying, although mobile still remains a small component of many digital budgets.

During the "Audience Evolved: How Location Data Actually Works and Why it Has Become a Focus for Traditional CPG and Brand Advertisers" session, the executives discussed the positive outlook for more brands using location as a top data source to help them market to consumers. They also predicted that brand advertisers will begin being primary users of location-based targeting in the near future ([see story](#)).

"One of the great things about mobile advertising is that marketers have visibility into where ad viewers are located," Ms. Lowy said. "Marketers know whether a consumer is in the vicinity of a store or not. This makes mobile a ideal place to advertise anything that relates to a specific location. Burberry can place a virtual geo-fence around it's new SoHo location and only serve ads to people who are nearby.

"Burberry was less prudent with its choice for a landing page," she said. "The ad leads to a

link highlights the key features of the new store along the new autumn winter collection. While the site looks beautiful on a desktop, it doesn't work on mobile phones. Instead, it leads consumers to a page that tells them that there are currently no stores nearby—even if that's not the case.

"The mistake is very elementary. If you're driving people to a site through a mobile ad the landing page should work on a mobile device. It's not rocket science.

"Luxury shopping requires a luxurious experience; consumers expect a stellar digital experience from a brand like Burberry. At the very least, we'd hope that somebody running the campaign would pull out a phone and test out the link to make sure it works."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/Wg1L0iBiNsY>

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