

MOBILE

## Michael Kors, Mr Porter engage on mobile via immersive Facebook ads

September 8, 2015



*Michael Kors campaign image for Duracell Powermat kit*

---

By SARAH JONES

Facebook is rolling out a new mobile advertisement format designed to give advertisers the opportunity to create an entirely branded experiential destination within the social media network's environment.



Starting Sept. 3, Facebook began testing its new ads, with Mr Porter and Michael Kors among the earliest adopters, according to [Ad Age](#). As consumers become more inclined toward their phones, marketers will need to find ways to reach them in a way that feels natural and valuable on mobile devices.

"Brands can't rest on their laurels by thinking they can continue to serve up the typical banner ad, and receive a positive outcome from consumers," said Gay Gabrilka, chief operating officer at [Gravit8 Marketing](#), Seattle. "The smartest way to keep consumers engaged is to provide them with a preferred mobile experience, which isn't clicking on links or images, but rather discovering information by swiping, tapping and expanding images.

"Brands tend to fall into a 'first-mover' or 'fast follower' category," she said. "In this case,

Mr Porter and Michael Kors are both brands that are known to be 'first-movers' when it comes to engaging with mobile consumers and constantly testing different ways to create a memorable user experience and drive brand affinity."

Ms. Gabriliska is not affiliated with Facebook, Michael Kors or Mr Porter, but agreed to comment as an industry expert.

Facebook did not respond by press deadline, and Michael Kors and Mr Porter were unable to comment directly before press deadline.

### Going native

Facebook introduced its new ad format for mobile at Cannes Lion in June. According to the [Wall Street Journal](#), this comes as a response to advertisers' demand for more fulfilling ad experiences within mobile.

This comes after other developments such as Carousel, which enables brands to share multiple photos within one promoted post.



### *Facebook's Carousel*

Brands will now be able to create an app-like experience native to Facebook that will serve as the landing page for their Facebook campaigns. These can include interactive elements such as videos, product information, images, photo carousels and other content.

This click-through experience will not only be more natural on mobile, but it will also benefit from speedier in-application load times.

Within the Facebook news feed, these ads will look like the typical sponsored post. When the consumer clicks, they will be taken to what looks like a Web page specifically for the brand.

Advertisers will not be able to sell directly to consumers within the Facebook app, but they can redirect them to product pages via links to an external mobile site.

At the initial soft launch, Michael Kors, Mr Porter, Gatorade and Carrefour Spain are the sole brands involved. These ads are rolling out to a small number of Facebook users as the social network eases into the format.

A video shows a Mr Porter ad experience, which centers on its recently launched Sport vertical. Michael Kors' demo ad promotes one of its men's timepieces, including 360-degree photo views and full-screen video to show off the watch's features.

Facebook just surpassed 1 billion users, giving advertisers an extensive audience to reach globally.

Getting results

Facebook has become a pay-to-play social network, with organic reach stifled by updates to the news feed. To get noticed, brands are turning more toward sponsored posts to raise their profile on the platform.

Recent changes to its News Feed algorithm have made it harder for brands to reach consumers organically. With more content being shared and created, brands now typically have to pay for promoted posts to be noticed when a consumer browses.

A number of luxury fashion brands with large communities above 10 million, including Burberry, have scaled back their Facebook media spend, choosing to use the funds to advertise online elsewhere ([see story](#)).

Updates such as this one look to bring marketers' budgets back to Facebook.

When advertising on a social network, it is important to consider how intrusive the placement will be.

Snapchat and Facebook are looking to better serve marketers with recent updates that bring branded content to the top of social media feeds while still putting a focus on creating a less invasive experience for consumers.

A substantial number of mobile users spend much of their time on social platforms such as Facebook and Snapchat, so marketers flock to these channels to better reach this important audience. For these platforms to continue to draw in these brands, they need to better serve marketing content to users, but this can be a difficult task as consumers can be turned off by overly sponsored content and these new updates keep that in mind ([see story](#)).

This update from Facebook holds the potential to reach consumers in a more memorable

way.

"The new Facebook format has the potential to impact mobile advertising similar to the way BuzzFeed has made curated and shared content cool, and the way brands have utilized video to engage consumers," Ms. Gabriliska said.

"The hardest part for brands is to create very compelling user experience and unique content to keep consumers engaged – this requires far more planning and resources than simply creating a static banner ad," she said. "But the outcome is likely to be far greater from an awareness and engagement perspective."

Final Take

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

Embedded Video: <https://www.youtube.com/embed/0YZinNCaDw>

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.