

MOBILE

## Elle iPad app woos luxury advertisers with interactive ad units

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Luxury brands such as Burberry and Gucci understand the opportunity associated with advertising in the Elle iPad issues that allow for rich video and tap-to-buy ad units.



Brands get consistent advertising in the subscription-based issues, especially when consumers sign up for the annual plan, which notifies them when the next issue is available. The application is part of Apple's new subscription plan, which lets publishers monetize their digital content.

"Luxury brands can create a completely immersive branding experience for the Elle reader including video, a tap-to-buy catalogue with the app and dynamically updated branding information," said Ted Nadeau, general manager at Elle Digital Group, New York. "In addition, brands such as Gucci and Burberry achieve a halo affect by being associated or imbedded within this game-changing new technology with an iconic brand like Elle."

**Elle** is read all over the world with 43 editions, 21 million readers and 6.4 million copies sold every month worldwide.

Inside the app

The application has quite a few interesting features with lots of ways for brands to interact with their consumers.

For instance, the Elle Personal Stylist, which prompts users to upload their pictures and lets them try on luxury brand apparel and accessories from the runway.



### *Personal stylist*

Another feature allows users to collect their favorite looks to create an Inspiration Board, a digital collage with social media functionality.



### *Digital inspiration board*

Luxury brands can especially benefit from the application's tap-to-buy product images, as the commerce-enabled application will serve as another channel for brands to sell their apparel and accessories.

Additionally, consumers can browse through the season's latest trends to find additional luxury brands they may be interested in.

### Subscription options

In cahoots with Apple's latest initiative, Elle is one of the first magazines to let its readers subscribe to their favorite publications through their iTunes accounts.

The publication is offering its readers two subscription plans. Readers can choose from a month-to-month option for \$2.99 each issue or an annual offer for \$18.99.

Users can also buy individual issues for \$3.99.

Also, consumers who already subscribe to the magazine can just enter their subscriber code and receive all of the digital versions straight to their iPads for free. This especially benefits luxury brands because users can access Elle content – and engage with luxury brands – whenever they choose.

“Luxury brands have the opportunity to sponsor the Elle iPad application by giving them 100 percent share of voice,” Mr. Nadeau said. “The level of engagement and interactivity is only limited by the creative imagination of the brand.”

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