

MOBILE

Herms uses mobile effort to promote new online platform

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Still from Herms mobile ad video

By STAFF REPORTS

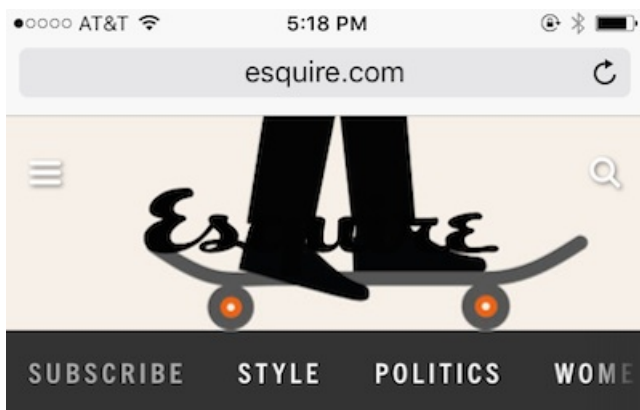
French apparel and accessories maker Herms is reaching out to male consumers through men's lifestyle magazine Esquire with multiple advertisements on the publication's mobile-optimized site.

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While a banner ad at the top of the site works to capture readers' attention, a more elaborate video halfway down the homepage provides insight into the campaign. Herms is promoting its latest initiative, Le MANifeste d'Herms, a dedicated men's Web site highlighting its ready-to-wear, shoe, leather goods and silk collections.

Manifest destiny

At the top of the Esquire mobile homepage, Herms decorated the publication's signature logo with a cartoon image of a man standing on a skateboard. Only his feet and the skateboard are visible, provoking the viewer's curiosity and inspiring him to click through to the landing page.



Banner ads can quickly capture consumers' attention

Further down on Esquire's mobile-optimized site a video advertisement for Herms interrupts the content. The video begins playing immediately, featuring a black, orange and white cartoon.

The cartoon suggests an orange ball inside a pinball machine but before long the orange ball transforms into a tie and a man steps out of hole to put it on. The quirky aesthetic and gestural drawing creates a fun video that will likely appeal to male consumers.



The homepage for Le MANifeste d'Herms

Consumers who click through either advertisement are taken directly to Le MANifeste d'Herms, the brand's new men's lifestyle site. Featuring humorous lists and editorial features along with ecommerce, the site is positioned as the central hub for the male Herms consumer.

Target audience

Herms has previously used mobile advertisements to target specific demographics of consumers. This is often a successful strategy as consumers are more likely to click through if the content of the ad is relevant to them.

While the Esquire mobile ad was tailored to male consumers, Herms has also targeted other demographics such as travelers. For example, the French leather goods maker targeted the affluent readers of Departures' mobile-optimized Web site with a holiday advertisement in 2014.

Herms ad featured the maison's take on "Rudolph the Red-Nosed Reindeer" and likely spurred interest among last minute shoppers who turned to Departures for inspiration. Also, with many affluent Departures readers likely to be traveling during holiday season, Rudolph's Christmas Eve flight around the world is fitting ([see story](#)).

In 2013, the French leather goods and scarves maker targeted the affluent readers of New York magazine's The Cut through ads for its "Sporting Life" campaign on the publication's mobile-optimized site.

The ads were placed on the top and bottom of the editorial content and led to the Sporting Life campaign, which was only accessible to users on PCs and tablet devices. Herms was likely looking to reinvigorate consumer interest through the campaign ([see story](#)).

By using both a banner advertisement and a short video on Esquire's mobile-optimized site, Herms will be even more likely to catch consumers' attention and draw them to Le MANifeste d'Herms