

MOBILE

Tiffany aims for proposal placement with extensive mobile ads

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Tiffany "Will You" campaign

By SARAH JONES

Jeweler Tiffany & Co. is positioning itself as the diamond of choice to pop the question through a series of mobile advertisements across Hearst publications.

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Ensuring that audiences with varied interests did not miss the message, the brand took space on the mobile-optimized Web sites of magazines such as Elle, Harper's Bazaar, Veranda and Esquire, as well as running an ad on The New York Times. Tiffany frequently runs concurrent ads across many titles, giving the brand more opportunities to catch readers' attention as they are perusing their favorite periodicals.

"Tiffany's brand is steeped in love and tradition," said Gay Gabriliska, COO at [Gravit8 Marketing](#). "The timing of the ad is impeccable with Valentine's Day being top-of-mind for the majority of consumers. And what better online publications to advertise on than The New York Times and Harpers Bazaar, both synonymous with luxury, fashion and style?"

"Tiffany's marketing tactic of simplicity just helps the campaign become more relatable to their target audiences," she said.

Ms. Gabriliska is not affiliated with Tiffany, but agreed to comment as an industry expert.

Tiffany did not respond before press deadline.

Picture prompt

Tiffany's ads ran between content on the homepages of a variety of lifestyle magazine Web sites.

For Elle, this meant it shared space with a profile on late night comedian Samantha Bee and a recap of Giambattista Valli's couture show. On Veranda, it was interspersed with an article investigating the \$87,500 price tag on a punch bowl and a story recounting a \$20,000 bid during an auction of the Kennedy's vacation home.

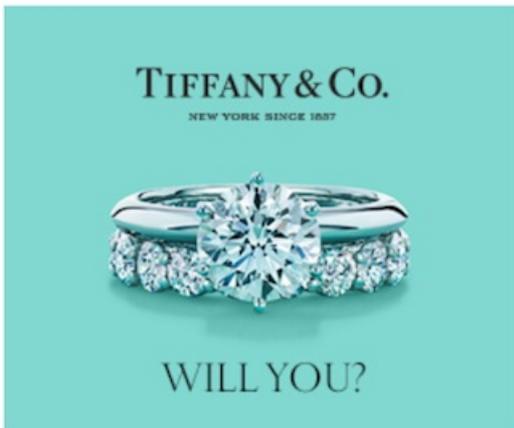
While the content surrounding the ads may be very different, Tiffany kept its ad consistent throughout the placements. In a box colored its traditional blue, the brand shows a diamond-embellished wedding band sitting next to an engagement ring.



KENDALL JENNER TAKES HER CROP TOP UNIFORM TO PARIS

The model has her street style look down pat.

By Harper's Bazaar Staff



Tiffany ad on Harper's Bazaar

The words "Will you?" and the Tiffany's name and founding year are the only text on the ads.

If the consumer clicks through, they are taken to the engagement ring page of Tiffany's Web site, ensuring they do not have to search much to locate the topic of the ad.

Here, the consumer can view all of the styles of engagement rings Tiffany carries, from its iconic "Tiffany" solitaire setting to its Soleste style with smaller diamonds encircling a larger stone.

TIFFANY & CO.

Enjoy complimentary shipping on orders of \$150 or more and free return shipping on all orders. Order by Friday, February 12th, 3pm EST for delivery by Valentine's Day.

ENGAGEMENT RING



FIND YOUR PERFECT ENGAGEMENT RING

Landing page

Tiffany also lets the consumer experience its "Will you?" campaign from this page. The effort shows seemingly candid shots of couples, with text from one of their points of view, creating a fictional marriage proposal.

This ad campaign, released in 2015, drew attention for its inclusion of a same-sex couple, a first in the brand's history ([see story](#)).

In addition to the specifically engagement efforts running in Hearst publications, Tiffany is also staying top-of-mind with a banner on The New York Times.

TIFFANY & CO.
NEW YORK SINCE 1837



The New York Times



Style

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The Fight to Free the Nipple

An outdoor book club in Brooklyn garners stares and glares in its literal support of the Free the Nipple movement.

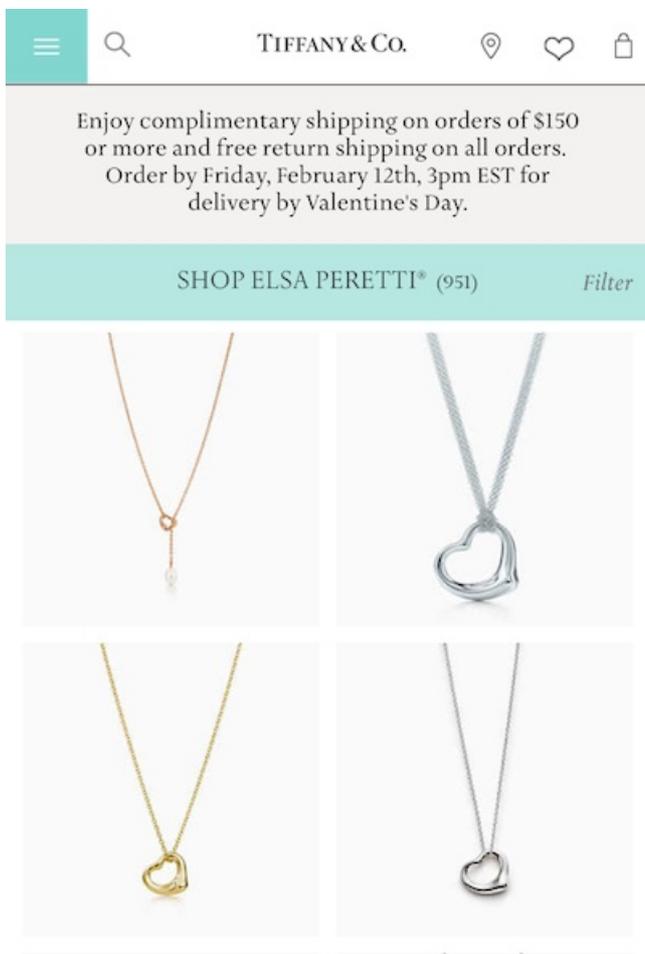
G-Dragon in Paris, Another Appearance on Chanel's Front Row



Tiffany ad on The New York Times

The simple placement features the brand's logo atop a solid blue banner, using the commonly known color to help identify it.

Upon click-through, consumers are taken to a page to shop Tiffany's Elsa Peretti collection, named after the Italian jewelry designer who created some of the brand's most recognizable models, including the open heart and the bone cuff ([see story](#)).



Landing page

"Realistically, Tiffany's will see an uptick in CTR, simply because the audience of both publications is women-centric," she said. "Whether you are in a relationship or not, most women will be drawn to the Tiffany brand, as it will spark an emotional reaction and then a tap on the banner.

"The challenge revolves around being able to attribute these ads to in-store sales," she said.

Love story

U.S. jewelry brand Tiffany & Co. is asking the age-old question, "What is love?" to explore the different definitions and variants of today's romantic relationships.

The What is Love? effort serves as Tiffany's Valentine's Day campaign, and features testimonials from an assortment of individuals, a gift guide and a love generator that presents consumers with an opportunity to express their personal answer to the frequently pondered question. With so many personal interpretations of what love is and means, featuring a bevy of consumer profiles likely serves as an accurate depiction of the individuals purchasing Tiffany jewelry for loved ones ([see story](#)).

Prepping for proposal season, Tiffany updated its Engagement Ring Finder mobile application to highlight why its rings are "worthy of eternal love."

The latest version of the Engagement Ring Finder was released on July 31 and builds upon the app's ability to assist consumers in finding the perfect engagement and wedding rings. App updates are common, but for those in the market for an engagement ring this is likely the first interaction thus causing Tiffany to ensure that its platform is up-to-date with current mobile trends ([see story](#)).

"While the campaign isn't necessarily unique or innovative, it is compelling and powerful," Ms. Gabrijska said. "The Tiffany brand is iconic and recognizable simply by the color of the box.

"This is consistent with how they have approached other digital channel placements, which ultimately reinforces the timelessness of the brand," she said.

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