

ADVERTISING

Mr Porter flaunts key differentiators in spring campaign

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The Virtues of Mr Porter campaign image

By STAFF REPORTS

As menswear retailer Mr Porter turns five, it is celebrating the services and characteristics that set it apart in its spring/summer 2016 campaign.

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"The Virtues of Mr Porter" highlights four aspects of the retailer's shopping experience that stand out, including 24/7 style advice and next-day delivery. As a multi-brand ecommerce platform, Mr Porter frequently relies on both personality and service to differentiate itself from competitors, making this campaign a means to remind consumers why they should be spending their money with Mr Porter over a competitor.

Merits of Mr Porter

Mr Porter's campaign brings the brand's virtues to life, using models to personify the intangible features. Each virtue is depicted in a dedicated ad.

One touts "Style Advice 24/7," a reference to the retailer's consultants available round-the-clock. Another, "The Summer Edit," points to Mr Porter's year-round stocking of warm weather attire, creating a destination for vacation preparation and also serving clientele regardless of location.

The Virtues of
MR PORTER

No 1. STYLE ADVICE 24/7



THIS MAN CONSULTS OUR ROUND-THE-CLOCK
STYLE TEAM FOR ALL HIS SARTORIAL CONUNDRUMS

MRPORTER.COM

Image from Mr Porter's Virtues campaign

"Same-Day Delivery" focuses on the retailer's speedy delivery available in certain markets, while "Man Friendly" speaks to the site's bespoke experience, showing a man having his tie adjusted.

The Virtues of
MR PORTER

No 4. MAN FRIENDLY



THIS MAN ENJOYS SHOPPING IN AN
ENVIRONMENT THAT UNDERSTANDS HIM

MRPORTER.COM

Image from Mr Porter's Virtues campaign

Mr Porter's campaign will run in print publications, digital display placements and paid social media ads

internationally.

The site is including consumers in its anniversary celebrations, which center on product launches and retrospectives.

Mr Porter is taking its birthday presents into its own hands with the launch of a special collection for its fifth year in business.

Eighteen of the retailer's favorite labels, including Berluti and John Lobb, have created some of the retailer's most beloved items especially for the occasion in the brand's preferred color palette of black, white and grey. One of the main strengths of Mr Porter and sister site Net-A-Porter is exclusive items, making this collection a fitting tribute to five years ([see story](#)).

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