

MOBILE

Trump Hollywood promotes oceanfront condos with iPhone app

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By ELIZABETH ZELESNY

Florida's Trump Hollywood is targeting potential luxury homeowners with an iPhone application promoting the new oceanfront condominium.

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The "Trump Hollywood" application for the iPhone lets users learn about the Hollywood, FL-based property and the development team and browse the image gallery of amenities, views and residences. Consumers can also schedule an appointment with the sales center via the application.

"The exceptional software/hardware like quality display, sensors, audio and video allows the hotel to provide a high quality experience that translates the brand perfectly," said Laura Woolston, marketing manager at Mobclix, Palo Alto, CA.

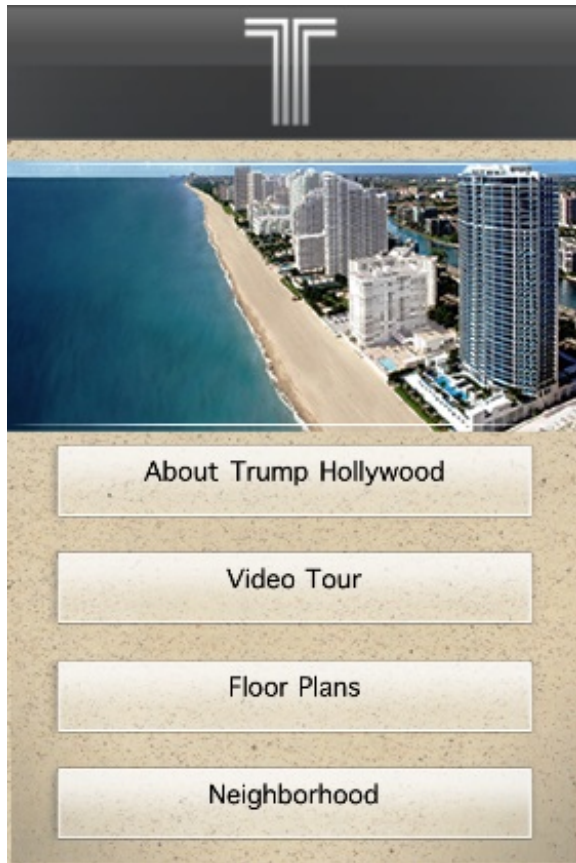
"Also, the iPhone OS has phenomenal technical capabilities that allow for the user to touch and explore the hotel, so as a result, you're able to create an emotional connection with the user, therefore furthering the engagement and interest of the user toward the brand."

Mobclix is a mobile application analytics company and did not develop the Trump Hollywood application. Ms. Woolston agreed to comment as a third-party industry expert.

The application was developed by Simplikate Solution, an application developer in Dania Beach, FL.

Trump Hollywood and Simplikate Solution did not respond by press deadline.

The Trump Hollywood application is available for the iPhone for free in Apple's App Store.



Application homepage

The Trump Hollywood is the newest luxury oceanfront condominium on Hollywood Beach, FL. The 41-story glass tower features 200 residences, all with access to exclusive services and amenities and private elevators.

Each residence affords an ocean, intra-coastal or city view. The condominiums are currently priced more than \$700,000 to \$6 million.

Glass house

Users are directed to the application homepage from the get-go. The homepage contains the "About Trump Hollywood," "Video Tour," "Floor Plans," "Neighborhood," "Image Gallery," "Team," "Visit Us" and "Follow Us" tabs.

The video tour click-through tab in the iPhone application directs consumers to the brand's dedicated YouTube site. Users can watch the video promoting the condominiums called "Explore Hollywood Trump."

Explore Hollywood Trump promotional video

Potential buyers can also research the eight residences offered in the Trump Hollywood condominium via the Floor Plans tab.



Floor Plans tab

The Neighborhood feature of the application incorporates Google Maps so that consumers can find places nearby.

In addition, the Image Gallery tab provides photographs of the pool, gym, private screening room and lounge at the Trump Hollywood.

There are also images of model residences for viewing.

Users can follow Trump Hollywood's Facebook, Twitter and Tumblr accounts directly

within the application.

“For one, users enjoy this feature within an app because it allows them to share with the community what they are doing and interested in,” Ms. Woolston said. “The other benefit is the increased reach.

“Friends and followers within the users’ network see this activity and are more inclined to check your app out,” she said.

The application features elements that make the most of the iPhone’s video and interactive capabilities.

“The nature of the hospitality industry lends itself well to the mobile format as guests are often looking for services and information on the move,” said Adam Levene, chief strategy officer of Grapple Mobile, London. “In the future, Trump will no doubt want to make this app available on additional platforms to reach the widest possible audience.”

Grapple Mobile does not have ties to Trump Hollywood.

Media handle

Ms. Woolston said luxury brands need to make social media simple and easy for users to engage within the application.

One way to do this is to provide the functionality for users to simply push-out an automated status updates saying that they used the application.

This allows brands to push users from the application to another platform where information lies and to interact with them on another level, per Ms. Woolston.

“[Brands should] definitely take advantage of social media as it is easy and costs almost nothing,” Ms. Woolston said. “Having a Twitter handle and Facebook page allows you to continue to push information about the app and get users to either download for the first time or to check back with the app and re-engage.”

Final take

Bringing Hollywood to FL

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