

JEWELRY

Tiffany primes for engagement with Grand Central takeover

July 26, 2016



Tiffany & Co. out of home effort in Grand Central Terminal

By JEN KING

U.S. jeweler Tiffany & Co. recently took an out of home approach to garner attention from harried commuters at New York's Grand Central Terminal.

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Tiffany's four-week out of home display was staged within Grand Central North beginning on June 13. In the digital age where consumers most often interact with luxury brands on mobile devices, the value and effectiveness of out of home marketing is not as apparent as it once was.

"If anything, today's digital fragmentation has made offline advertising all the more important," said Jodi Senese, executive vice president and chief marketing officer at **Outfront Media**, which worked with Tiffany on the campaign.

"Utilizing out of home, brands are able to make a huge impact and zero in on their target audience by location with the added value of being able to reach aspirational consumers," she said. "Luxury purchases are considered' purchases, and putting a brand in the marketplace with continuity helps inspire desire.

"Interestingly, traditional online ad technology, like digital screens, application-based content and programmatic buying, coming to the offline world, out of home is all the more powerful."

Outfront Media worked with **C2C Outdoor**, Tiffany & Co.'s out of home agency.

A jewel underground

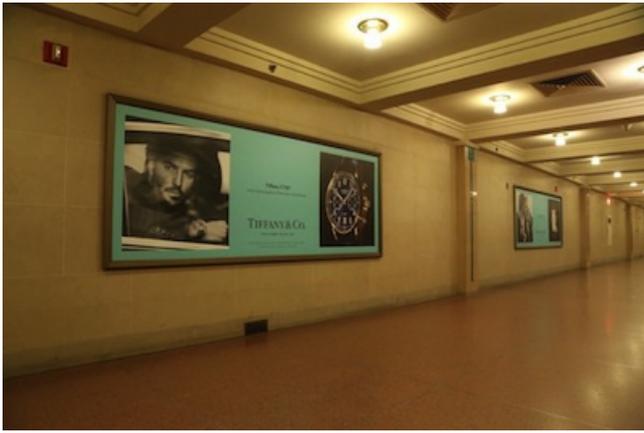
Choosing Grand Central Terminal as the venue for its out of home display, Tiffany's ad materials were viewed by nearly 7 million monthly commuters. While not every individual of the 6,778,435 that pass through Grand Central Terminal each day on a monthly basis interacted or noticed the effort, the potential scale of demonstrates the advantage of an out of home effort.

Essentially becoming part of the transportation system that runs underneath the New York skyline, Tiffany became part of the city's fabric, all while creating brand awareness.

For the "station domination," Tiffany worked with out of home placement firm Outfront Media.

Tiffany's effort, found within a pedestrian passageway within the station, included large framed wallscape posters, vertical kiosks and a backlit wall display.

The poster materials included Tiffany's eye-catching blue as the background and featured two styles of watches the Tiffany East West and the Tiffany CT60 juxtaposed against a campaign image.



Tiffany wallscape poster in Grand Central Terminal

The same concept was repurposed for the backlit wall display with a separate panel for the watch style and campaign image. Instead of being displayed against a Tiffany blue background, the panels used the jeweler's signature color as a boarder frame, making the effort pop.

Tiffany's effort inside Grand Central Terminal was not mobile activated by a scannable code, for instance, but consumers are armed with their mobile devices at all times. Seeing the out of home effort is likely to spur interest that then leads to a consumer browsing the jeweler's Web site or social feeds.



Digital displays for Tiffany at Grand Central Terminal

"It always depends on the brand's objective, but out of home and mobile create the happiest media marriage across the landscape," Ms. Senese said.

"Research has shown consumers are 48 percent more likely to click a mobile ad after being exposed to the same ad on out of home first, which is why we launched the Outfront Mobile Network," she said. "By keeping location as the connecting thread and grounding campaigns in out of home, we are seeing average lifts of 30-50 percent in mobile engagement metrics, CTR and SAR.

"Simply put, out of home is the best primer for mobile engagement."

Likewise, as the digital advertising space grapples with ad blocking, out of home is considered "unblockable content," as the consumer has no control over if they are exposed to advertising or not in a public space.

"We're seeing tremendous interest from brands of all industries and size in out of home," Ms. Senese said. "It's a huge validator that some of out of home's biggest users are today's biggest new mediabrands – from Snapchat and Spotify, to YouTube and Foursquare.

"Out of home earns attention from consumers and that's what brands need in order to connect with customers in today's digital world," she said.

Commuters' delight

Other sectors such as fashion and automotive have tried out of home takeovers to cull interest at different scales.

Back in 2012, for example, British fashion label Burberry reached out to commuters and tourists at New York's iconic Grand Central Terminal by placing out of home ads inside the train station that showed a look from its spring/summer 2012 menswear collection.

The brand placed an image of actor Eddie Redmayne in a navy suit holding a rain jacket and umbrella on large digital screens that were approximately 10 feet above the floor of the station's main concourse. The ad panes flashed between a few different marketers, with Burberry being the only luxury brand featured, and appear between train track entrances ([see story](#)).

Also, Jaguar Land Rover North America targeted New York subway commuters with train takeover promotions for its Good to be Bad campaign.

The Good to be Bad campaign officially debuted during Super Bowl XLVIII in February 2014, which made it safe to assume that many of the commuters recognized the slogan. Since one of the chief aims of the multichannel effort was to reposition the brand's image, the venue served the purpose of attracting and holding the attention of significant numbers of consumers.

For its subway takeover, Jaguar wrapped trains traveling along the F line, which passes through New York's third busiest subway stop Herald Square 34th Street, and the E line, traveling through Times Square, the busiest stop in the system ([see story](#)).

Out of home ad concepts can be beneficial for businesses of all sizes, as it serves as a discovery point and can keep a brand top of mind prior to a purchase.

"Another positive to out of home is that the medium is relevant for any brand or company to achieve their marketing objectives," Ms. Senese said. "In a sense, we provide blank canvases and the right audiences that allow advertisers like Tiffany's or even tech start ups, to tell their brand stories.

"Out of home is especially ideal for creating top of the funnel awareness luxury brands need to influence their customers' decision, one that's usually made over time and after considerable research," she said. "But, out of home is just as impactful for a small business' local marketing campaign.

"A billboard coupled with a mobile advertising campaign drives direct, immediate consumer action, whether that's generating likes on Facebook or foot traffic to their establishment."

**Correction: This article in its original form implied Tiffany & Co. placed the out of home advertisements to inspire mobile activation, but this was not the brand's intention.*