

MOBILE

Bergdorf Goodman uses location-based game app to drive foot traffic

April 13, 2011

BERGDORF GOODMAN
MEET NANCY GONZALEZ AS SHE INTRODUCES AN
EXCLUSIVE SELECTION OF LEAF TOTES



WEDNESDAY, APRIL 6, 1-3 PM, MAIN FLOOR

RSVP ON FACEBOOK

By RACHEL LAMB

New York-based department store Bergdorf Goodman is using the Words With Friends mobile application game to drive foot traffic to its store with a location-based banner ad promoting an in-house event.



The Scrabble-esque app allows consumers to play the word game with other smartphone users. Bergdorf's banner ad at the bottom of the screen endorsed a meet-and-greet with designer Nancy Gonzalez at the brand's store that consumers could RSVP to on Facebook.

"Exclusive things work better for luxury brands when targeting affluent consumers," said Henric Ehrenblad, cofounder of Widespace, Stockholm, Sweden. "Luxury consumers like to feel special, and exclusive perks and VIP pre-screenings can help."

Widespace is not affiliated with Bergdorf's. Mr. Ehrenblad offered comment as a third-party industry expert.

Bergdorf Goodman did not respond by press deadline.

Words with Bergdorf

Bergdorf's ad promoted the event featuring Ms. Gonzalez introducing an exclusive

selection of tote bags.

The event took place April 6 on the main floor of the store.



Banner ad at the bottom of the game

When consumers tapped on the ad at the bottom of the screen, it brought them to a full page with more information, images and a chance to RSVP on Facebook.



Landing page

If consumers tapped to RSVP, they were taken to another page allowing them to confirm their presence.

Bergdorf's strategy is smart for two reasons.

One, it builds brand awareness and drives in-store traffic with the exclusive allure of meeting a luxury designer.

Also, the fact that consumers can RSVP using Facebook allows Bergdorf's to measure the efficiency of this type of ad.

Finding value

Many luxury brands see the value of location-based marketing.

These target specific individuals based on gender, age or demographic and help increase traffic to retail locations or dealerships.

For instance, Bergdorf's method of marketing most likely caters to younger individuals

since Words with Friends is a game app played by that type of demographic.

German automaker BMW is also using mobile to target upscale consumers in Sweden.

The brand recently held a location-based ad campaign where they could map out where a specific car was on their phones.

Consumers could download apps and use mobile sites to get to the car. The winner got to keep the model for which he or she searched.

This gave incredible exposure to BMW and acted as a catalyst for other location-based ad promotions.

“Luxury brands often have a higher level of innovation and quality than others,” Mr. Ehrenblad said. “Because mobile is so new and you can do so many different things, you can claim to be more innovative with these kinds of location-based ads, more so than other advertising.”

Final Take

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