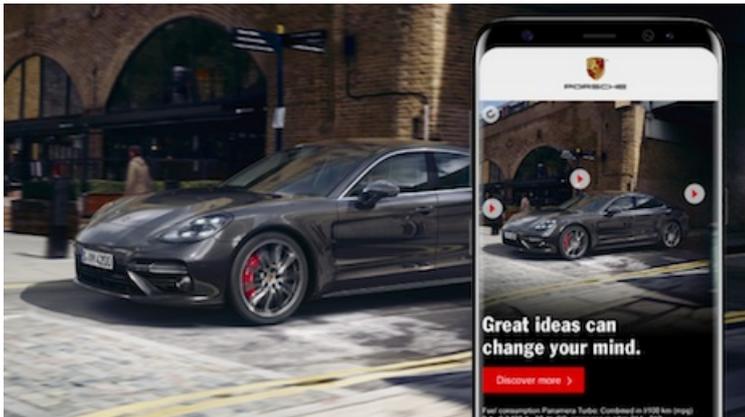


Q&A

## Luxury's future in mobile advertising relies on bespoke efforts

January 8, 2018



*Mobkoi created special interactive mobile ads in partnership with Porsche. Image credit Mobkoi*

By BRIELLE JAEKEL

Smartphones and social media are becoming such a prolific force in consumers' lives that even luxury brands are gravitating away from highly polished print ads to interactive mobile marketing.

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Luxury marketers are now being forced to turn to the digital handheld-screen in an effort to connect to their audiences' shifting attention. Those that are jumping in full force with innovative and bespoke ideas are seeing results, but many are lagging behind, hoping to let their legacy and heritage carry them forward.

"Mobkoi is a one-stop shop for today's premium and luxury brands looking to deliver bespoke, tailor-made mobile marketing campaigns," said Quentin LePape, cofounder and CEO of **Mobkoi**. "Since we launched just four years ago, we've had a successful track record of creating and placing mobile campaigns for top-tier brands such as Bally, Bentley, Canon, GE, Maserati, Montblanc, Mulberry and Nespresso.

"The more I work with brands of this caliber, I increasingly recognize the importance of not just offering custom creative solutions at scale, but ensuring its delivery at the highest level of quality, relevance and safety, a major growing concern for today's brands," he said. "We deliver on this promise by working in direct one-to-one relationships with our 1,000 plus premium publisher partners, a list that includes names such as BBC, Bloomberg, Cond Nast, Hearst, Financial Times, Forbes, GQ and Vogue."



*Quentin LePape, CEO and cofounder of Mobkoi*

In this Q&A, Mr. LePape discusses how luxury brands can leverage mobile advertising while still holding onto their high-end image. Here is the dialogue:

How can mobile advertising appeal to luxury brands?

Luxury brands have historically been dominant magazine advertisers. Print offers the highest level of control, brand safety and positive brand association.

Eyeballs have now migrated to mobile devices, which opens up a whole new world of opportunities fuelled by innovation. The ultimate luxury experience is customization,' and mobile is an ideal platform to do just that.

Luxury brands can now engage with their target audience in a unique way, which is a very appealing factor in such a competitive industry.

What trends will likely come about in 2018 in terms of luxury ads?

We see three mobile marketing approaches work extremely well for our clients: interacting with rich media, engaging with short form video and delivering a personalized experience with the use of store locator or 'shoppable' units.

Considering the proven success with these strategies, I expect that these guidelines will lead the way for luxury brands in 2018.

Who have been the best players in mobile luxury advertising?

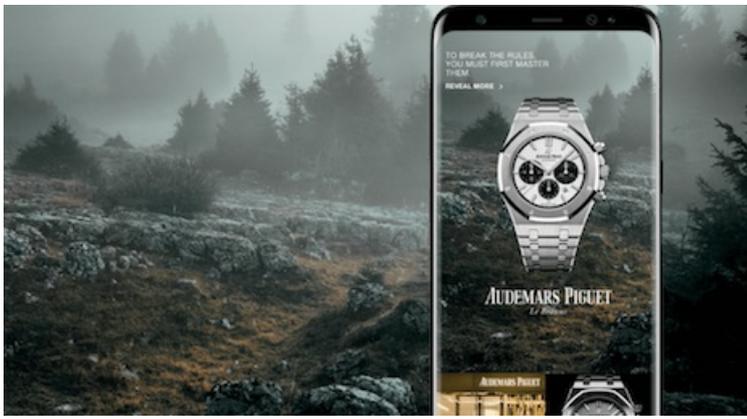
2017 has been a pivotal year for the industry.

Most luxury brands have played the mobile game, but some players moved faster than others. Among our own client base of over 100 luxury brand marketers, we have worked on very innovative projects launching:

A shoppable video format for Cartier fully customized to 20 local markets.

An algorithmically-driven store locator for Audemars Piguet, which serves dynamic creative based on your geolocation and nearest store.

A custom gyro-pano image of the world's most extraordinary car photograph for Bentley. 104 metres wide, 53 billion pixels image, a single image so large it can encompass the grandeur of the Golden Gate Bridge, while revealing, on close inspection, the embroidered Bentley badge on the seat of a Mulsanne.



*Mobkoi worked with Piaget to create customized ads. Image credit: Mobkoi*

What are some dos in regards to advertising on mobile for luxury?

Brand safety, buy high quality mobile inventory at scale. The best route is to build a hand-picked media plan through publisher-direct models.

Transparency and deep learning, access results and performance on a site-by-site level to better understand and optimize campaigns.

Innovation, constantly innovate in a fast moving ad-tech industry to stay ahead of competition.

What are some don'ts?

Traffic sourcing via RTB, refrain from blind or semi-blind programmatic buying and/or appearing on sites, which are not providing a positive brand association.

Don't be intrusive. Mobile is the most personal device of all. With the rise of ad-blockers, it is imperative to use polite user initiated formats, avoid pop-ups, interstitials, overlays, etc.

Don't spend too heavily on social platforms. While they offer great reach globally, social platforms need to be used with great caution as brands make themselves vulnerable to negative content and comments, jeopardizing brand safety.

What are the differences between luxury and mass marketers in mobile advertising?

Mass marketers focus their efforts on scale, data and cost effectiveness regardless of the sourcing or quality of inventory.

Luxury marketers need to focus on cherry-picked publisher environments, bespoke creative execution and transparency.

What goes into creating a quality luxury mobile ad at scale?

Mobile advertising is one of the most complex advertising channels to master. This is due to the device offering such a diverse set of parameters such as operating systems, app versus web, screen sizes, networks, connections, data, geo-location, etc.

Before pushing a campaign live, we follow a complete checklist to produce scalable luxury mobile ads.

Creative strategy, decide on which formats to use based on client's KPIs, from brand awareness such as video views, engagements, dwell time down to a conversion such as quality visits and in-store footfall.

Creative production, collect quality assets, resizing them to mobile specifications and suggesting at least two or three creative experiences for optimization.

Media planning, cherry pick environments, ranging from the selection of global, local sites and apps down to the identification of the section and page that will best fit the brand's message.

What will be the biggest changes from last year?

The biggest changes will come with a few transformations the luxury sector is experiencing at the moment.

Travel retail is a new marketing priority for luxury brands. A new battle to service frequent travellers is occurring in airports and retail shops around the world.

China and Russia are two challenging key markets with huge opportunities for luxury brands.

Millennials are becoming a primary target audience with increased purchasing power and interest for luxury goods.

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