

MARKETING

Top 10 mobile marketing efforts of Q1 2018

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Mobile marketing allows brands to reach constantly connected consumers. Image credit: Neiman Marcus

By SARAH JONES

Mobile is becoming an increasingly important channel for luxury marketing as more consumers browse, buy and engage with brands on smaller screens.

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This past quarter, marketers leveraged gamification to engage a constantly connected mobile audience, issuing challenges that tested players' coordination or attention spans. In addition to gaming, mobile is also providing brands with tools to help consumers make purchasing decisions and transactions easier.

Here are the top 10 mobile marketing efforts of the first quarter, in alphabetical order:

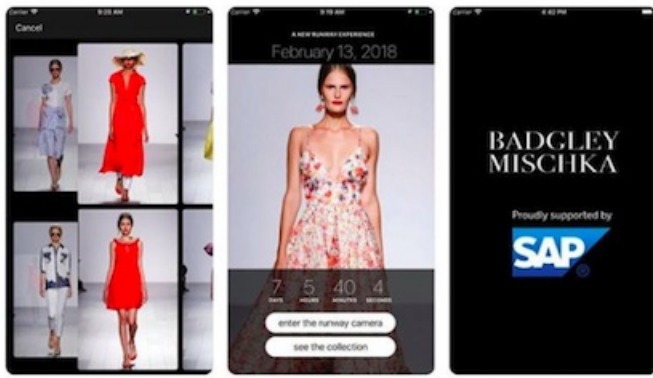


Ahoy Club modernizes booking. Image credit: Ahoy Club.

Ahoy Club's mobile booking

The luxury yacht chartering industry is taking a step up in modernization with a mobile application that could eliminate the need for brokers.

Ahoy Club is a new platform launching within the upcoming week that guests can use to find and book yacht charters without the need for a broker. While the convenience of the app attracts affluent travelers, it also is competing with brokers and booking services economically with yacht owners with only a 7 percent commission fee ([see story](#)).



Mobile shopping apps drive a huge number of sales for fashion. Image credit: Badgley Mischka

Badgley Mischka's real-time runway

U.S. fashion label Badgley Mischka opened a pathway to discovering the most beloved items of its collection the moment they hit the runway.

The brand took a hands-on approach to its fall/winter 2018 show, gathering real-time data from audience members via a mobile application. Attendees were able to learn more about their favorite pieces and let Badgley Mischka know which were the most liked and loved in real time ([see story](#)).

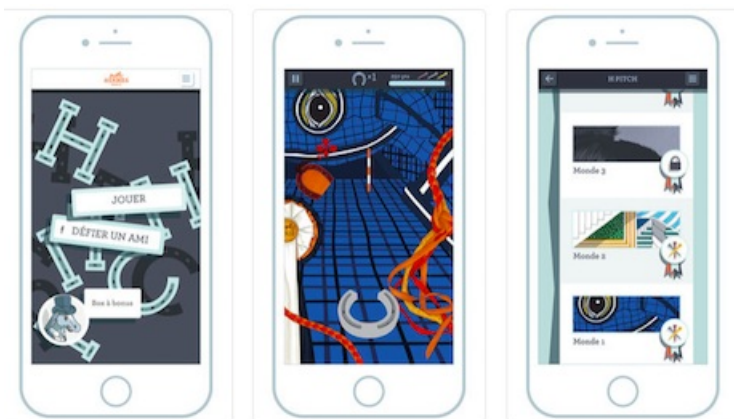


George Ezra performed at Burberry's "Burberry brings London to Shanghai" event. Image credit: Burberry

Burberry's musical retrospective

Christopher Bailey commemorated his time as chief creative officer of British fashion house Burberry with a soundtrack exclusive to Apple Music.

Under Mr. Bailey's creative direction, Burberry has had a long-standing relationship with music. Since joining Burberry in 2001, Mr. Bailey has incorporated music into the core of the brand's retail experience, runway presentations, events and campaigns, as well as through support of musical talent ([see story](#)).



Herms looks mobile gaming.

Herms' galloping game

French leather goods house Herms is looking for a ringer via mobile gaming in an effort that aligns with its yearlong

mission to connect with consumers in a playful manner.

Each year Herms adopts a theme for its annual branding, and for 2018 it is looking to take on a more whimsical approach with a "Let's Play" moniker. Herms is taking a literal approach to its playful strategies with a mobile game that also incorporates its equestrian roots ([see story](#)).

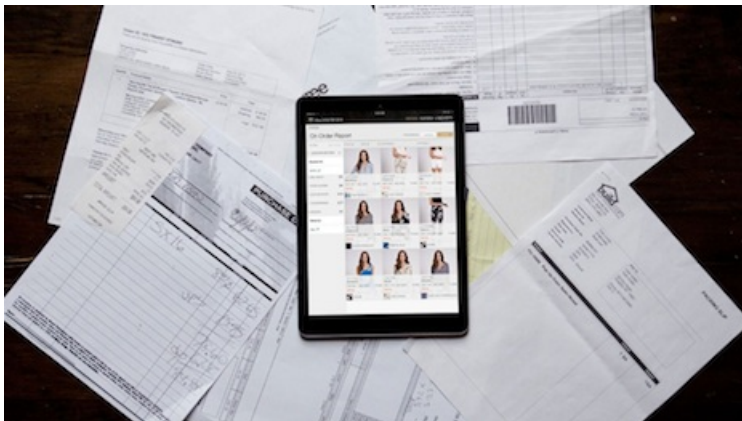


Mercedes-Benz fans will have to fight to win a new car. Image credit: Mercedes-Benz

Mercedes' Super Bowl challenge

German automaker Mercedes-Benz gave fans a chance at winning a free car during Super Bowl Sunday on Feb. 4 with a mobile game designed to test dexterity and endurance.

In a contest that the auto manufacturer called "Last Fan Standing," customers had to keep a finger placed on a moving Mercedes on their phone without lifting their finger off the screen. The brand is banking on the increased spectacle of the National Football League championship game as well as customers' comfort with mobile games to drive up attention for its vehicles ahead of the big game ([see story](#)).



Joor's mobile application solution for retail buyers. Image credit: Joor

Neiman Marcus mobilizes buying

Department store chain Neiman Marcus is working with digital wholesale marketplace JOOR to ease the innumerable pains that come with back-end buying duties.

Launched March 27, JOOR's new Retailer Platform is looking to make the retail buyer's job easier and increase productivity by 40 percent. Replacing tired spreadsheets and physically having to write down inventory, JOOR allows buyers to grab their iPads to manage wholesale buying ([see story](#)).



The New York Times' AR experience puts Olympic athletes wherever consumers are. Image courtesy of The New York Times

Ralph Lauren goes for gold

U.S. fashion label Ralph Lauren gave consumers an up-close look at the prowess of Olympic athletes through a sponsored augmented reality experience.

Produced by New York Times journalists, the interactive content allows readers to walk around the figures of skaters and a snowboarder, highlighting their form. Marking the first time the media company has leveraged AR, this editorial effort aims to provide a more immersive storytelling experience ([see story](#)).



Sotheby's new AR app gives customers a better look at what their homes could look like. Image credit: Sotheby's International Realty

Sotheby's home visualizer

Luxury real estate broker Sotheby's International Realty is leveraging augmented reality to give consumers the ability to visualize what a property would look like with various decor styles.

A new mobile application called Curate by Sotheby's lets users view a potential home through the lens of their phone and project desired furnishings, wall art and more within the space to see how it would look. Sotheby's International Realty (SIR) has been at the forefront of using digital tools to enhance the property-buying process, with Curate the next step in that strategy ([see story](#)).



Swarovski's Rainbow Paradise collection. Image credit: Swarovski

Swarovski's brilliant photos

Precision-cut crystal maker Swarovski made every moment sparkle with help from an exclusive filter on the

KiraKira+ mobile application.

KiraKira+ is a photo filter app that allows users to add an exaggerated sparkle to any light emitting material or reflective object, such as jewelry, glass or light sources, found within the frame. Once the user takes a photo, the vibrancy and the color scheme can be adjusted through a variety of filter choices ([see story](#)).



Valextra's Shopping Craze is inspired by '80s games. Image credit: Valextra

Valextra's shopping Valentine

Italian leather goods label Valextra is promoting itself as a Valentine's Day gifting destination through a game that speaks to a love of shopping rather than romantic themes.

The brand's Shopping Craze mobile application asks players to dodge other shoppers and compete for virtual handbags. For Valentine's Day, many brands opt for messages about relationships, which may help Valextra's homage to leather goods love stand out ([see story](#)).

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