

MARKETING

Top 10 mobile marketing efforts of Q3 2018

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Gucci is using mobile technology to help consumers decorate their spaces. Image Credit: Gucci

By SARAH RAMIREZ

Mobile is becoming crucial for luxury marketers and retailers to share their latest innovations, especially as the channel becomes increasingly popular for purchasing.

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This past quarter, luxury brands have introduced a slew of new products that are better integrated with mobile applications. Marketers are using mobile devices and platforms for new product launches, improved shopping experiences and to better share brand stories.

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



Audi shares special Snapcodes with Brighton users. Image credit: Audi

German automaker Audi used Snapchat in a scavenger hunt-type campaign to promote its personal contract plans.

In a recent film on YouTube, Audi showed off its fun campaign in which it surprised citizens of Brighton, England with their own personal vehicle for a day. The film uses common themes from Snapchat, such as one of its common font options, and helps show that any consumer can own an Audi through its PCP ([see story](#)).



Bang & Olufsen will add Google compatibility to other models soon. Image credit: Bang & Olufsen

Luxury electronics brand Bang & Olufsen worked with Google to bring the tech company's artificially intelligent assistant to its Beosound speakers.

Google has been hard at work making sure Google Assistant, its answer to Apple's Siri, is compatible with a wide variety of third-party devices. B&O provides the perfect gateway between Google and luxury consumers ([see story](#)).



Burberry 24-hour product releases. Image credit: Burberry

British fashion label Burberry shared limited-editions from its momentous collection via 24-hour product releases.

As part of Riccardo Tisci's first collection for the brand, special pieces were available for a limited 24 hours from a series of releases. Making it more innovative, for the first time the label created a bespoke digital selling experience in which products were available through social media ([see story](#)).



Chlo radio releases in English and French. Image credit: Chlo

French fashion label Chlo took on a new strategy in an effort to keep up with modern entertainment consumption by debuting a different take on podcasting.

"Chlo Radio," the first podcast for the brand, was introduced leading up to its spring 2019 runway show to excite fans. Each episode of the podcast was timed at about 20 minutes, but what made this show unique is that Chlo also leveraged IGTV for the initiative, sharing shorter segments on the video platform in hopes to gain a wider audience ([see story](#)).



Gucci is using AR so fans can preview their dcor items in their homes. Image Credit: Gucci

Italian fashion label Gucci is using mobile technology to help consumers decorate their spaces with items from its newest homeware collection.

With the Gucci mobile application, users can use an augmented reality feature to virtually personalize their space with pieces from the new Gucci Dcor collection. Luxury brands have begun to embrace AR as a way to bridge the gap between digital and physical retail experiences ([see story](#)).



Jaguar's GO IPace app is now available in the U.K. Image credit: Jaguar

British automaker Jaguar is hoping a new mobile initiative will motivate more drivers to consider the brand's first all-electric vehicle.

The new Go IPace mobile application captures journey data to calculate potential cost savings for would-be drivers of Jaguar's all-electric SUV. Jaguar is also looking to help clarify misconceptions some drivers may have about electric vehicles, paving the way for the upcoming release of the IPace ([see story](#)).

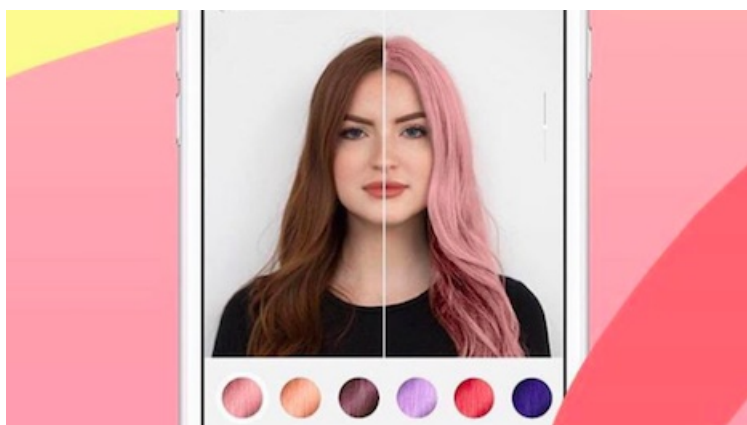


The Conquest V.H.P. GMT uses a smartphone app to set the time. Image credit: Longines

Swiss watchmaker Longines is embracing technology to make its traditional analog watches more adaptable to the needs of frequent travelers.

The new Conquest V.H.P. GMT Flash Setting allows wearers to change time zones either manually or with a smartphone, making it an appealing choice for affluent travelers who spend long amounts of time traveling but still prefer

more traditional timepieces. Longines is marketing to globetrotters in particular since the timepiece is a stylish accessory for those who are constantly changing time zones ([see story](#)).



L'Oreal's Style My Hair app powered by ModiFace. Image credit: L'Oreal

Beauty manufacturer L'Oral, after recently acquiring augmented reality makeup app ModiFace, entered an agreement with Facebook that will bring AR experiences through the application's camera feature.

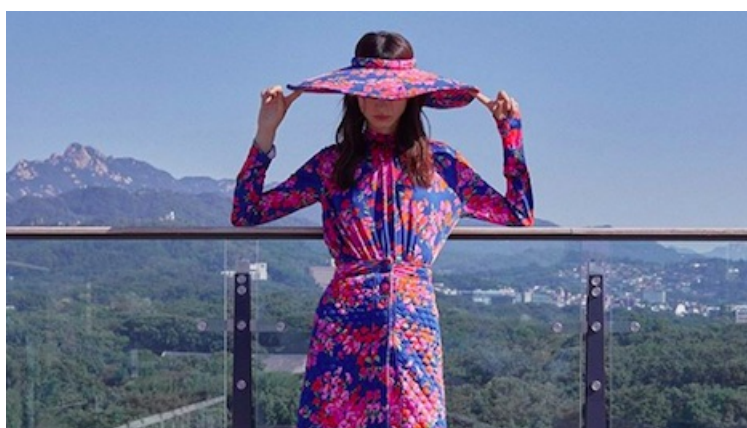
ModiFace technology will be seamlessly integrated with Facebook, allowing brands from L'Oral direct access to consumers for makeup testing. Brands such as Lancme, Giorgio Armani and Yves Saint Laurent will allow users to try on different makeup looks virtually from their inventory of products ([see story](#)).



Louis Vuitton's Twist handbag. Image credit: Louis Vuitton

French fashion house Louis Vuitton is enhancing its mobile shopping experience through an updated application.

Among the additions to Louis Vuitton's app is visual search, which enables consumers to snap a handbag or garment that catches their eye in a magazine or on a passerby to find it in the brand's catalog. Mobile has become an important channel for reaching luxury consumers, enabling brands to engage with their clients anywhere they are ([see story](#)).



Mulberry sales associates will have new digital tools to work with. Image credit: Mulberry

British apparel and accessories label Mulberry has teamed up with Tulip Mobile to overhaul the brand's in-store experience.

Together, the two companies will focus on using mobile tools to improve the bricks-and-mortar experience for customers by supplying employees and sales associates with technological tools. Tulip will help Mulberry roll out a number of new features using these tools to streamline how customers shop and check out ([see story](#)).

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