

MOBILE

## Alfred Dunhill tries augmented reality to integrate mobile video and traditional ads

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By KAYLA HUTZLER

British menswear designer Alfred Dunhill is implementing new technology in its mobile application that uses augmented reality to bring static, traditional out-of-home advertisements to life.

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Alfred Dunhill is using Aurasma technology that allows consumers to hold their mobile device in front of an Alfred Dunhill print or out-of-home ad and to animate them. The Voice campaign features distinguished men from different backgrounds and has been an ongoing campaign since the beginning of this year.

“Augmented reality for [Alfred Dunhill] offers an opportunity to connect all aspects of the campaign together,” said Jason Beckley, global marketing director at [Alfred Dunhill](#), London.

“It overcomes the notion that there is an alternative version of the campaign for different media channels – augmented reality brings them altogether in one,” he said.

“Plus, of course, linking the transactional aspect of the business directly with the communications section, every advertisement anywhere in the world is now both a media

and a commercial touchpoint.”

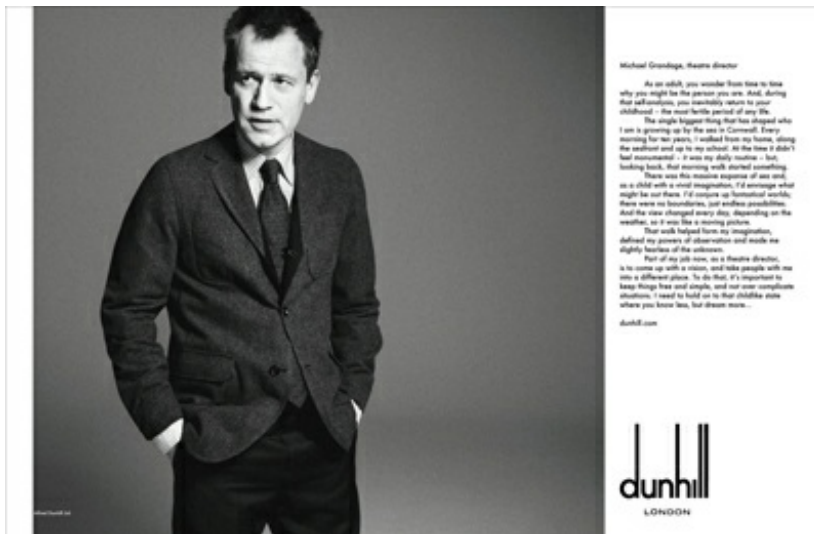
Speaking up

Alfred Dunhill is using the technology to link traditional print and out-of-home ads with online efforts as well as its commerce-enabled mobile site.

A consumer needs to download the Aurasma Lite app, available for free in Apple’s App Store, to participate.

After downloading the app, the consumer can hold his mobile device in front of any Alfred Dunhill ad and the corresponding video will come to life on the tablet or smartphone screen.

The Voice campaign features British men who have achieved various feats.



The current campaign features expedition leader Sir Ranulph Fiennes, ballet dancer Rupert Pennefather and theater director Michael Grandage.

When a consumer scrolls over the men in the ad with his mobile devices, he is able to view a video of each individual talking about his life journey.

The consumer can then click through to the commerce-enabled Alfred Dunhill mobile site from his tablet or smartphone.

The campaign videos were normally only available online, requiring consumers to seek out the videos after seeing the print ads.

Each campaign image and video is in black-and-white.

“Voice is not about celebrity or the world of fame,” Mr. Beckleysaid. “It is about real men of different ages and from different backgrounds, but each a man of distinction.

“Brilliant, inspiring, driven, engaging men with opinions, flaws and stories to tell,” he said.



## Reality of marketing

Every Voice campaign ad that was printed after Aug. 31 contains the Aurasma technology.

Alfred Dunhill expects the new campaign will further engage consumers and provide them with a useful link between traditional advertising and online efforts.

By allowing consumers to seamlessly flow from the print ads to the videos to the mobile site, the consumer will be more likely to reach the retail section of the Web site and therefore increase online sales, according to the brand.

### *A video further explaining Alfred Dunhill's mobile Voice campaign*

Alfred Dunhill was particularly thinking of its market in Asia, where a majority of consumers access the Web primarily through mobile devices, per Mr. Beckley.

While on the forefront, Alfred Dunhill is not the first brand to announce its use of the Aurasma technology.

For example, fellow British retailer Net-A-Porter will be using the technology during this month's Fashion's Night Out celebration Sept. 8 to give the online brand a physical window presence and shopping experience in New York and London ([see story](#)).

"Augmented reality is about adding user benefit," Mr. Beckley said. "We have never been a

brand that adopts new digital ideas just for the sake of it. Our digital strategy has always been self-defined and not pack-adoptive.

“For us, it is important that there is some added benefit for the customer,” he said. “The augmented reality aspect enriches the communication experience as well as connects directly with our e-store.”

Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

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