

MOBILE

Branded video episodes to increase mobile engagement during holidays

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By KAYLA HUTZLER

On-the-go video and constant product updates will help luxury brands increase mobile engagement with consumers during the over-marketed holiday season.

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Mobile video has been proven to effectively increase the amount of time spent on a brand's mobile site or application, and will continue to do so during the holidays. Luxury brands can also increase face time with consumers by refreshing product offerings frequently and creating a gifting section.

"In the early stages of mobile marketing, it has been established that video content is an excellent mobile engagement tool in the brand marketing portfolio and I only see that continuing to increase in popularity," said Scott Forshay, Austin, TX-based director of mobile strategy for [Morpheus Media](#), a [Createthe Group](#) Company.

"Episodic video content that chronicles the creative process behind holiday window displays or the making of a holiday collection would be excellent engagement campaigns uniquely suited to mobile devices," he said.

Video star

Before getting started, luxury marketers need to realize that certain video formats are

more suitable for mobile viewing.

Long-form, Flash-heavy videos may work well to display a luxury brand's story or collection on a desktop, but this type of video content will not cut it on a mobile device.

Instead, mobile video should be short in length, since mobile users are generally on-the-go and likely do not have time to watch full-length campaign videos.

Luxury retailers should try to think in terms of episodes when first creating their mobile video strategy, according to Mr. Forshay.

Each clip should be less than a minute long and build-up to tell the brand's story and history.

By making the clips part of a series, brands are ultimately intriguing consumers and then promising them more, so long as they come back.

"The essence of luxury brands are the stories they tell, the rich heritage they portray and the creative vision of they exhibit – this is much of the mystique and allure of luxury," Mr. Forshay said.

"Allowing the story the brand tells to unfold with orchestrated sequencing in front of the consumer's eyes like chapters in a book creates intrigue and a desire to see where the narrative will take us," he said.

Brands can also use mobile video to give consumers exclusive access to behind-the-scenes videos, such as the design process behind a holiday campaign, making them feel like part of the brand.

An Audi mobile video ad

Speed ahead

Luxury brands who do not have the resources or time to create new video content can rely on few other relatively easy steps to increase consumer mobile engagement.

Marketers should make sure that the product offerings are being refreshed and changed around as often as possible because shoppers will be visiting retail sites more frequently than normal during the holiday season.

Additionally, categories exclusive to holiday product should be created and placed prominently on the mobile Web page.

Brands should also consider offering certain holiday-specific items exclusively through the mobile channel. This will force consumers to use the mobile site to gain access to products that are not available anywhere else, per Mr. Forshay.

Another way retail brands can incentivize consumers to use their mobile Web sites or apps is to offer free shipping or gift wrapping on mobile orders.

However, luxury marketers must also realize that consumers are still mainly using their mobile devices for research.

Therefore, a prominent store finder should be present on the homepage and a product page as well as when a consumer goes to virtually check-out.

“In effective mobile design, consideration must always be given for speed and simplicity,” Mr. Forshay said.

“At no time is this more evident and essential than during the holiday season, when the utilitarian mobile consumer is looking to find product easily and quickly for research purposes, given heightened time sensitivity,” he said.

“The luxury consumer has little time for clutter or noise and brands should always be cognizant of that fact.”

Final Take

Kayla Hutzler, editorial assistant at Luxury Daily, New York