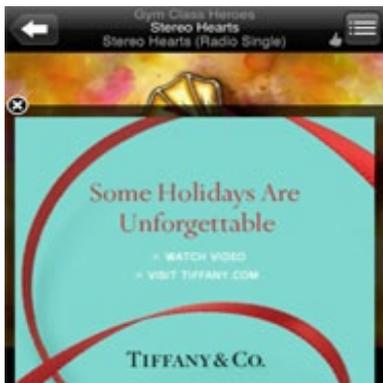


RADIO

Tiffany drives in-store traffic via mobile ads on Pandora

December 6, 2011



By RACHEL LAMB

Jeweler Tiffany & Co. is looking to draw attention toward its Some Holidays are Unforgettable campaign through a partnership with personalized Internet radio service provider Pandora.

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Consumers are introduced to Tiffany's holiday video and in-store incentives through product images when they click on banner advertisements on Pandora. Tiffany has introduced quite a few collections and campaigns through the radio service provider.

"It's important to remember that advertisers have an interactive canvas on mobile touchscreen devices and they can use this device technology to drive engagement with potential consumers," said Mack McKelvey, senior vice president of marketing at [Millennial Media](#), Baltimore, MD.

"Banner advertising is a good entry point, but luxury advertisers should certainly strongly consider rich media and interactive video to help drive product desire," she said.

[Tiffany](#) did not respond before press deadline.

Christmas cheers

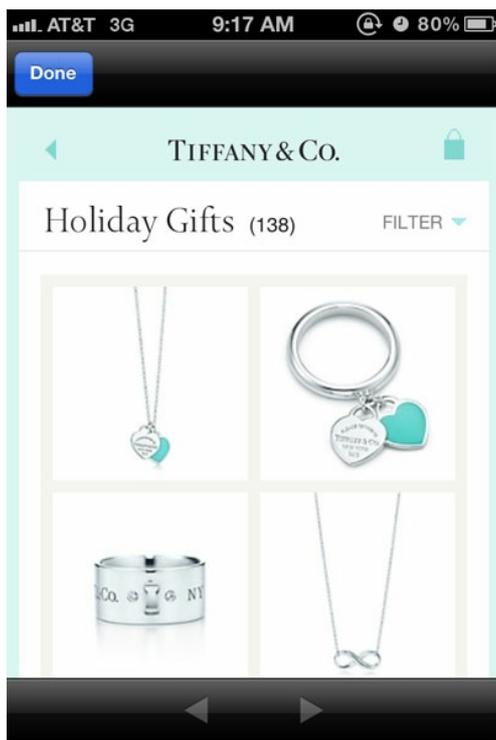
Pandora users are served banner ads that, when clicked, bring consumers to a page

where they watch Tiffany's holiday campaign video.

Tiffany's campaign video

The video shows a couple having an “unforgettable” holiday season and displays some of Tiffany's holiday collection.

Consumers can also see close-up images of Tiffany products on the mobile-optimized site.



Tiffany holiday 2011 products

Users are not able to buy products on the site, but are directed to Tiffany locations where they can purchase products.

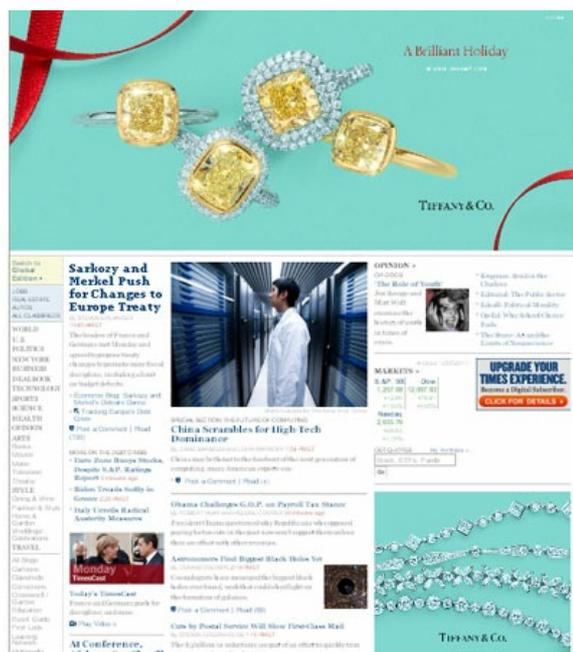
Radio frequency

In addition to marketing on Pandora, Tiffany is making a full-circle in terms of holiday advertising.

For example, the jeweler is also using print catalogs to help increase brand recall and get

branded products in front of affluent consumers' eyes this holiday season ([see story](#)).

Tiffany also took up real estate on the New York Times Web site on the leader board panel below the masthead and a side banner ad yesterday.



Tiffany campaign on the New York Times Web site

Although Tiffany is a marketing maven during the holidays, it absolutely holds its own during the rest of the year. This particularly pertains to banner ads.

For example, Tiffany pushed its “What Makes Love True” microsite and mobile application by including banner ads on sites such as the New York Times.

This is not Tiffany’s first tryst with Pandora. The jeweler developed its own radio station of love songs which it pushed through banner ads that were served on the radio service ([see story](#)).

“Consumer behavior has shifted radically,” Ms. McKelvey said. “Consumers are utilizing their mobile devices in conjunction with other media, particularly television, and they are using their mobile devices to research potential physical goods, travel ideas and cars.

“We have found that these advertisers understand that they can increase not only brand affinity, but also purchase intent and brand loyalty via mobile,” she said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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