

INTERNET

David Yurman promotes holiday gift guide through digital ads

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By RACHEL LAMB

Jeweler David Yurman is promoting its holiday gift guide through a shoppable banner advertisement on InStyle.com.



Shoppers looking for gifts on InStyle's online gift guide saw a banner ad on the top section of the screen in addition to a takeover ad. David Yurman advertised a few pieces from its holiday collection to spark gift giving and linked consumers to its ecommerce site.

"Banner advertising is effective when it tells a story," said Adriana Estrada, strategy director at Siegel+Gale, New York. "Through the use of taglines, video and interactive, they are far more engaging than they used to be."

"Online retail has to create an experience for the audience, and they have a very short time to do it. The quicker you can capture the imagination, the better."

Ms. Estrada is not affiliated with David Yurman, but agreed to comment as an industry expert.

In style

Consumers browsing or shopping on the InStyle.com gift guide saw a banner ad for David

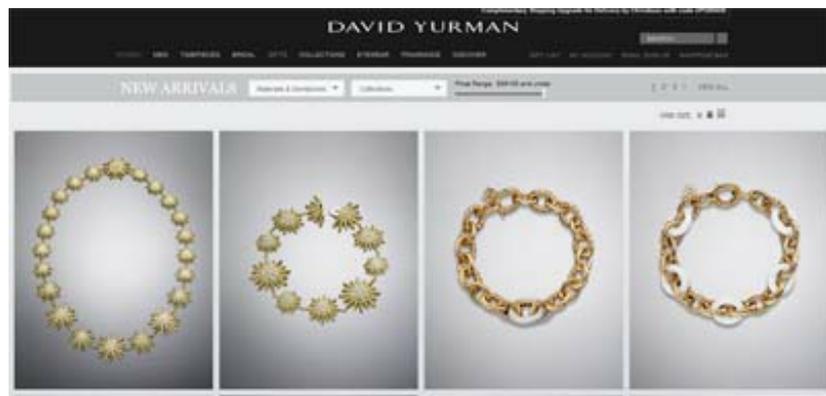
Yurman's gift guide found on its Web site ([see story](#)).



David Yurman on the InStyle.com site

Clicking on the ad brings consumers to the gift guide on David Yurman's Web site, where there is a where they are met with the Art of Giving gift guide. When they click on the link, they are taken to the holiday shop.

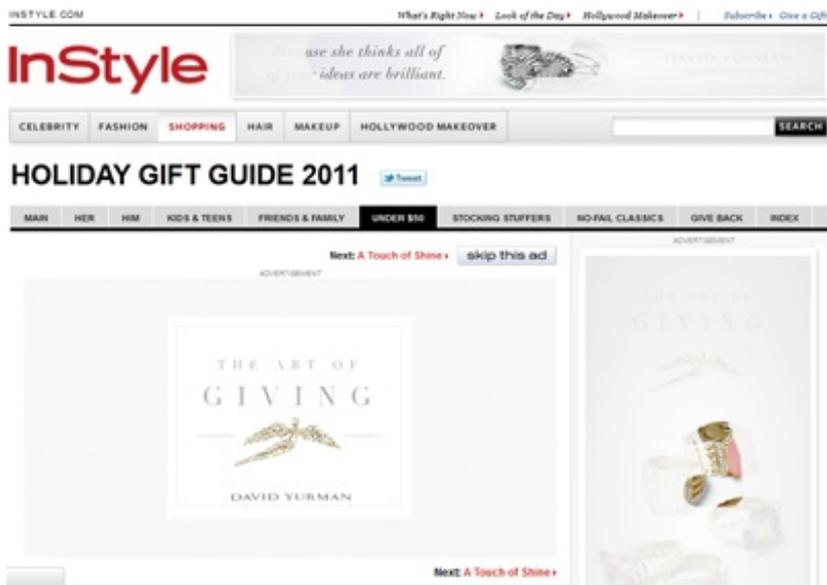
Each day leading up to Dec. 25, David Yurman selects a product from the guide to feature on the site.



Clicking on the ad brings consumers here

The banner ads on InStyle.com are the top leaderboard and side towers.

At times, there is a full-screen ad takeover that promotes products found on the David Yurman gift guide.



Full-screen takeover

David Yurman's ads are subtle, but so much so to be ignored. Its subtlety is a good thing because it aligns itself with the brand image.

"Banner advertising fails when its purely annoying – bright flashing colors, looped dancing animation, advertising something you would never, ever buy," Ms. Estrada said.

"The more seamless the ad can fit in with the style of the online magazine or Web site you are viewing, the better," she said.

Banner act

Like all marketing efforts, banner ads are all about location, location, location.

"Yurman advertising via banner works in this venue – the InStyle online mag," she said.

"Yurman could also place ads in Vogue and some other better online venues.

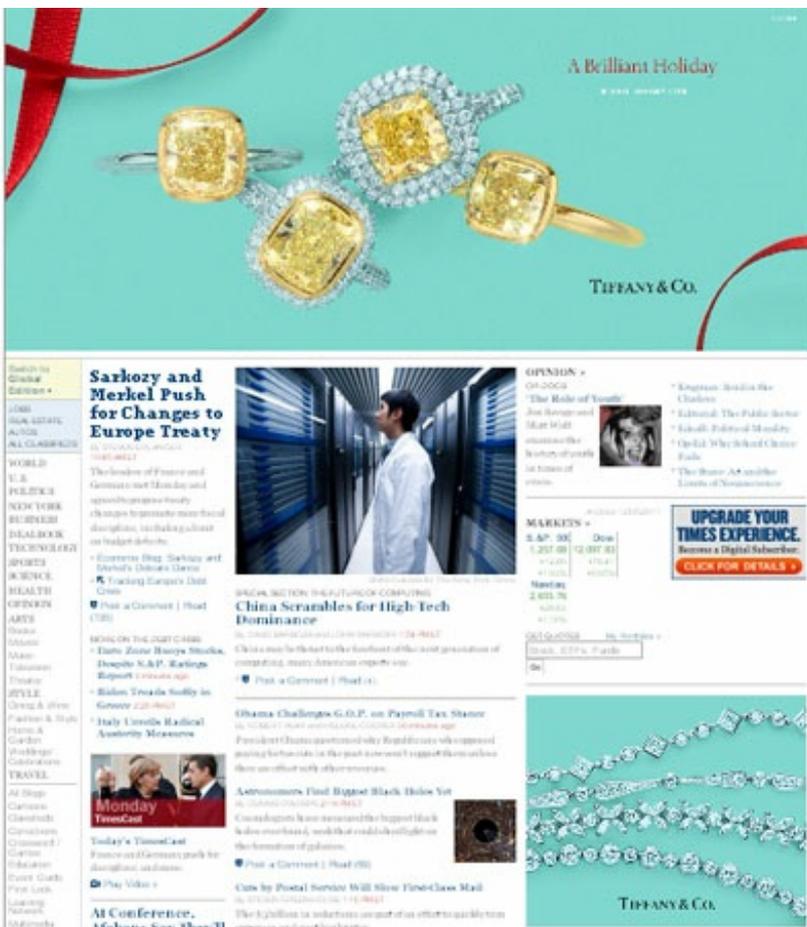
"I would hate to see Yurman do this kind of advertising in say, Lucky or People," she said.

"Then I don't think it would work."

Luxury-focused magazines typically have the same marketers in their print versions as their online platforms.

For example, brands such as Calvin Klein, Tiffany & Co., Oscar de la Renta and Omega take up real estate in Vogue's print and online platforms ([see story](#)).

In addition, marketers such as Gucci, Marc Jacobs, Ralph Lauren and Neiman Marcus are frequent advertisers on The New York Times Web site.



Tiffany & Co. on the New York Times Web site

Promotions in publications that have high-end, affluent readers is a no-brainer when it comes to luxury brand marketing.

David Yurman’s placement on InStyle.com was especially relevant because the ad was directing consumers to the jeweler’s gift guide, when shoppers were likely on InStyle.com looking for gifts in the first place.

“David Yurman kept the banner ad true to their brand identity,” Ms. Estrada said. “They told a simple, tasteful story.

“The ad also caught the eye through a slow reveal with the removal of mist, keeping in the holiday theme tradition,” she said. “The ad on the right side is so well done, it looks more like editorial than the banner ad at the top.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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