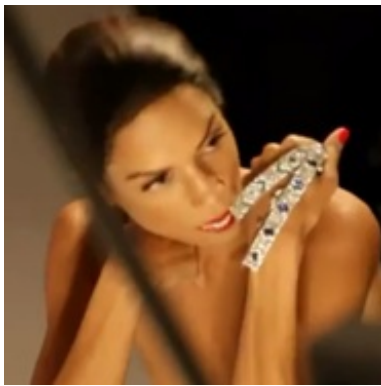


MOBILE

Circa Jewels employs QR codes to increase video traffic

February 17, 2012



By KAYLA HUTZLER

Circa Jewels has kicked off its second campaign through QR code-embedded print advertisements in Hearst's Town&Country and Harper's Bazaar magazines.



The jewelry buyer is encouraging consumers to take a look behind the scenes of its most recent campaign through a QR code. Circa Jewels is a luxury jewelry-buying house that aims to purchase antique and modern jewelry originally made by brands such as Van Cleef & Arpels, Audemars Piguet and Cartier.

"I'm in favor of video and I think it works in certain applications," said Matt McKenna, founder and president of **Red Fish Media**, Miami.

"If you scan the QR code [for a video], you can see why the brand or product is so unique, how it's made and the research that went into it," he said. "I think that's nice because it gives it that added value and reinforces the brand."

Mr. McKenna is not affiliated with Circa Jewels, but agreed to comment as a mobile expert.

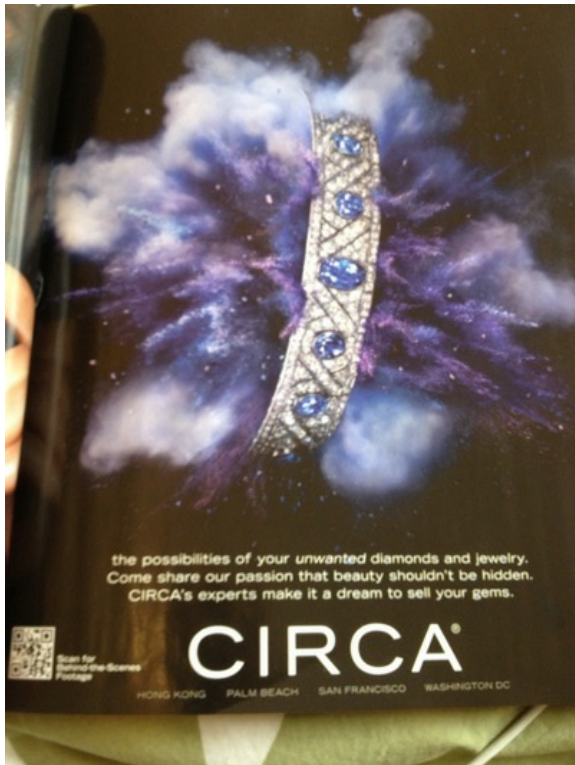
Circa Jewels did not respond by press deadline.

Bright idea

Circa Jewels took out a four-page spread in the March issue of Harper's Bazaar.

Two of the pages feature solely the company's locations as well as a customer service phone number.

The other two pages contained a QR code in the lower left-hand corner with the text, "scan for behind-the-scenes footage."



Consumers who scan the code with their smartphone devices are brought to a mobile landing page from the Circa's blog post regarding the Renew campaign.

Circa jewels has written a small introduction, but most of the mobile-optimized blogpost is a video.

Clicking on "play" starts the video in full-screen mode on a consumer's mobile device.

Supermodels Veronica Webb and Elaine Irwin are the faces of the brand and the focus of the Renew campaign and the behind-the-scenes video.

Consumers watch as the two models go through hair and make-up while also seeing glimpses of the creative team and the photographers.



The video allows consumers to see how the print images that they just scanned in the magazine were created.

Surprisingly, the video does not end with any further call-to-action.

Give a cue

Video is becoming increasingly popular amongst luxury brands, and a few are leading the way in translating this content over to mobile devices.

For example, luxury department store Saks Fifth Avenue encouraged visitors to visit its holiday windows in its flagship New York location to use their mobile phones through a QR code on the window display.

The QR code brought consumers to a page where they could either watch a video of the retailer's nighttime light show or go directly to the ecommerce page ([see story](#)).

Additionally, swiss watchmaker Tag Heuer used QR codes in its latest print campaign featuring brand ambassador and professional tennis player Maria Sharapova.

The QR code led consumers to a mobile-optimized site that shared product information, videos and social media feeds ([see story](#)).

A video is likely a good way to display a brand's image and values in a short-period of time.

Additionally, by giving consumers a video that further explains the print ad, marketers are insuring an increased engagement time compared to the time spent with a static print ad.

However, brands should always warn consumers that they are being linked to video content so as not to frustrate or turn off consumers who are not in a place where they can watch a video.

"I always think that there should be a little tidbit on what the QR code is doing," Mr. McKenna said.

“I always think that it's definitely an added value to let the consumer know what they are going to receive when they scan that code,” he said.

Final Take

Kayla Hutzler, editorial assistant at Luxury Daily, New York

1 thought on “Circa Jewels employs QR codes to increase video traffic”

1. **john noi** says:

February 21, 2012 at 6:40 pm

Whilst I think video is a great medium, I think it is also a lazy way for brands to communicate with consumers. No one wants to scan a QR code to watch an advert or insipid promo video on a tiny mobile screen. There's many ways brands can use QR Codes to engage and involve consumers, but linking to videos is not one of them.

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