

MOBILE

Zegna reinvents Facebook marketing through augmented reality incorporation

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By RACHEL LAMB

Italian designer Ermenegildo Zegna is changing the way consumers see its Facebook page – literally – by incorporating an augmented reality feature that gives users secret mobile videos to future campaigns.

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The brand is using the Aurasma mobile application that scans the Zegna profile picture and shows consumers a video of the upcoming contemporary art installation at MAXXI – National Museum of XXI Century Arts in Rome. This is the first time that a marketer has used Aurasma technology on Facebook, claims the vendor.

"Zegna wanted to add an extra dimension to their Facebook page by allowing people to point their phones at the main image to unlock exclusive footage," said Tamara Roukaerts, head of marketing for [Aurasma](#), London. "It adds an interesting, under-the-radar way for people to find out about an upcoming ZegnArt event.

"[This] allows Zegna to give its consumers a new form of digital interaction with the brand," she said.

[Zegna](#) was not able to directly comment on this article.

Streaming for attention

The partnership kicked off when Aurasma approached Zegna about its print campaign. However, Zegna decided to direct the efforts to social media since it has recently kicked off a few social media projects.

Consumers must first download the Aurasma app for free in Apple's App Store or the Android Marketplace.

When users visit the brand's Facebook page at

<http://www.facebook.com/ermenegildozegna>, they are instructed to aim their iPhone, Android or iPad at Zegna's profile picture.



Zegna's Facebook page

Consumers are then shown exclusive content on the ZegnArt event at MAXXI March 20-22 via a mobile video.

The brand wanted to promote ZegnArt in a different way than its typical marketing efforts, claims Zegna.



Zegna's mobile video in the Aurasma app

"Aurasma is all about allowing people to merge the physical world around them with

digital content, using their mobile phone,” Ms. Roukaerts said. “With Aurasma, you can create an almost unlimited number of digital actions in the real world.”

Whenya Zegna

Zegna has been one of the few luxury brands that try out new mobile efforts, rather than sitting back and watching what works and what does not.

For example, Zegna was the first brand to live-stream a fashion show via a dedicated mobile app, as it did with its Zegna Live app, claims the brand ([see story](#)).

Zegna also launched a 3D virtual shopping experience called Zegna In Store, where consumers could tour a commerce-enabled brand store from their iPads ([see story](#)).



Zegna digital store

This is Zegna’s first partnership with Aurasma, which has worked with other luxury brands such as Alfred Dunhill and Net-A-Porter, along with other efforts through Fashion’s Night Out and Fashion Week.

Aurasma’s technology ties mobile in with a few different channels including digital, print and out-of-home ads.

“We’ve had the Internet,” Ms. Roukaerts said. “Now what we’re seeing is the beginning of the ‘Outernet’ where all kinds of digital content, including social feeds, can be augmented into the real world.”

Final Take

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