

MOBILE

Orient-Express combines mobile, print to build email database

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By RACHEL LAMB

International hotel, river cruise and rail company Orient-Express is building its email database through print and mobile in an advertisement in the May issue of American Express Publishing's Departures magazine.

[Sign up now](#)

Luxury Daily

The four-page spread included a QR code that encouraged consumers to sign up for brand emails. The placement in Departures – which is exclusively for American Express Platinum and Centurian card members with an average household income of \$619,000 – ensures that the high-end travel company will see the correct consumers.

“QR codes are increasingly appearing in print campaigns as a way to further engage readers,” said Elizabeth DeMaso, managing partner at [Brenes Co.](#), New York.

“There is a certain element of surprise that readers respond positively to when getting a little something extra, whether it is informative or amusing,” she said.

Ms. DeMaso is not affiliated with Orient-Express, but agreed to comment as an industry expert.

[Orient-Express](#) did not respond before press deadline.

Express contact

The Departures ad combines editorial images and multichannel touchpoints.

The company is promoting its “Journey Like No Other” campaign in which consumers can follow a fictional family of four as they make their way around the globe, traveling by and staying at Orient-Express properties.



Spread in Departures

Some of the properties, including 21 in New York, Grand Hotel Europe in St. Petersburg and the Venice Simplon-Orient-Express are highlighted in full-color images and text.

Orient-Express also highlights the brand’s offerings of master classes, celebrations and events at its properties.

Consumers are encouraged to get in touch with the brand and are directed to Facebook, Twitter and YouTube.

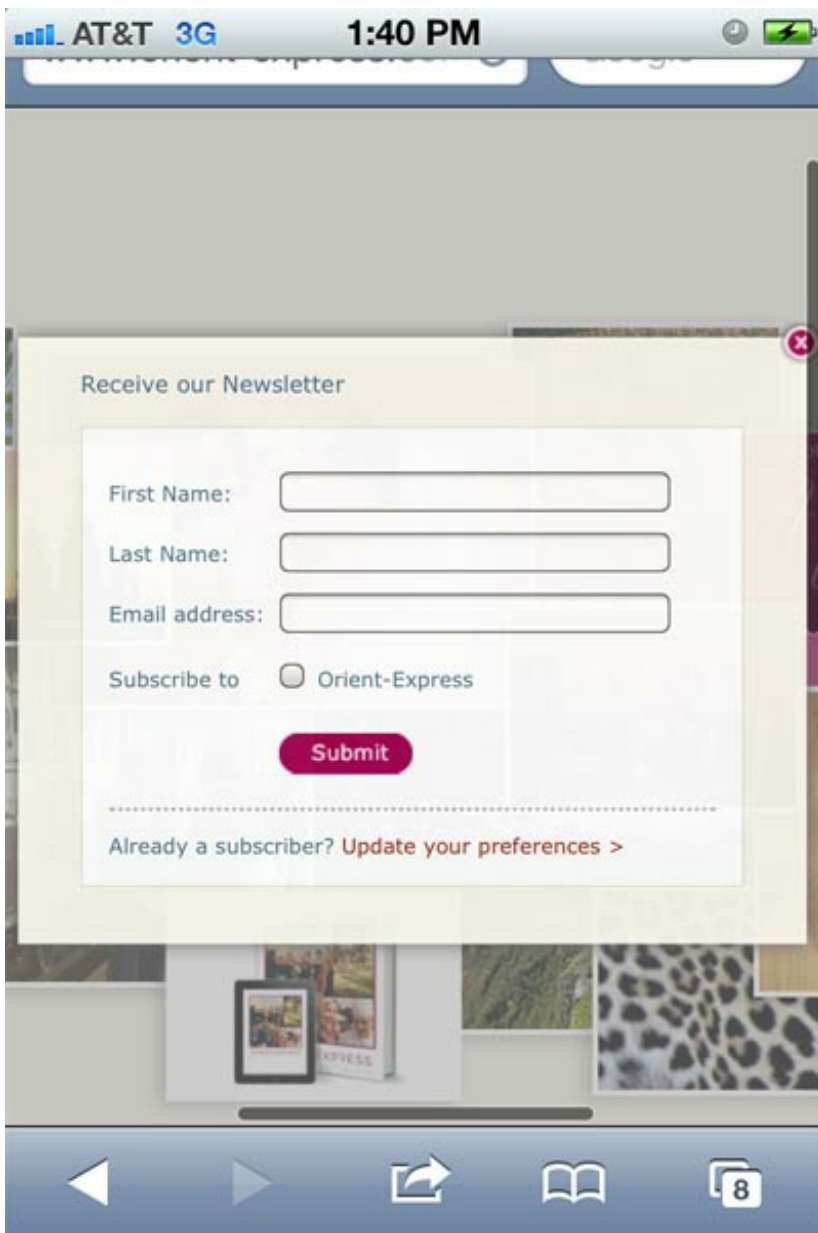


QR code in the Orient-Express ad

There is also a QR code. When consumers scan, they are asked to enter the reservation information for their Orient-Express travel plans.

If they do not have one, they are asked to enter their email addresses to receive news from the brand.

After consumers enter their information, they can explore the Orient-Express site on their mobile devices. However, it is not optimized for mobile.



Newsletter sign-up

Cracking the code

Brands are increasingly adding multichannel calls to action in print ads.

Print is one of the most traditional advertising channels, but luxury marketers may want to try updating their static ads with digital calls to action.

This enables brands to stick to their traditional channels to entice older consumers who grew up with that type of marketing while also engaging younger consumers with new-age technology such as QR codes.

For example, Bergdorf Goodman has started incorporating mobile and Internet calls-to-action via QR codes and social media call-outs in its bi-annual catalogs ([see story](#)).

However, marketers should not turn to mobile marketing just to use it. Instead, they should make sure that their content is optimized and that the content works correctly to give the ultimate user experience.

“Marketers have to recognize that it can actually be damaging to include QR codes that are

non-responsive or are not optimized,” Ms. DeMaso said. “Once the reader has taken the time to scan the code and follow through, they are expecting something in return.

“It is always best to build in an element of exclusivity or entertainment along with the information that is being delivered to maximize the impact,” she said.

Final Take

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