

MOBILE

Tiffany pushes mcommerce via Pandora app ads

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By TRICIA CARR

Jeweler Tiffany & Co. is pushing a new collection by in-house designer Paloma Picasso and its mobile commerce-enabled site via an advertisement in the Pandora iPhone application.



The mobile ad takes up the width of the screen in the Pandora app and shows two necklace pendants. Tiffany is bringing users to its commerce-enabled site from the ad that shows 23 pieces from the new Villa Paloma collection.

“Luxury consumers and consumers, in general, for that matter, spend considerable time in apps, especially those that entertain, inform, are social in nature or provide some form of functional utility,” said Scott Forshay, mobile and emerging technologies strategist for [Acquity Group](#), Austin, TX. “The Pandora app, from that perspective, seems a logical placement choice to reach a desired audience while listening to music.

“The underlying strategy, however, is most likely not just about being where the audience is,” he said. “The brand has always done an admirable job of positioning itself as a lifestyle brand associated with all things love, not simply a purveyor of fine jewelry, and the strategy further exemplifies their approach to marketing and advertising.

“Additionally, the multi-sensory addition of music to the execution strategy, if served up properly, can serve to further inspire the audience through an impression associated with music that inspires.”

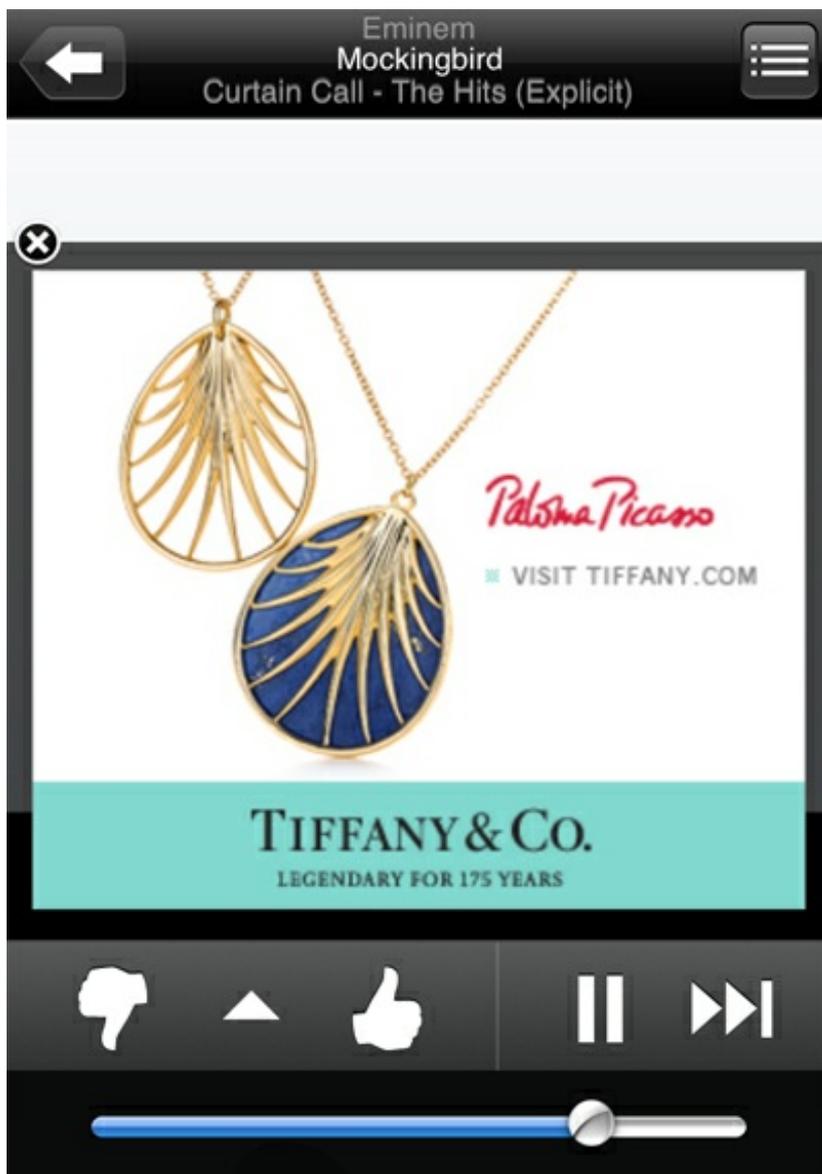
Mr. Forshay is not affiliated with Tiffany, but agreed to comment as an industry expert.

Tiffany did not respond before press deadline.

Tune-in for Tiffany

Tiffany has placed an ad within the Pandora iPhone app that appears on the screen while a user is listening to a personalized playlist.

The ad is sized to the full width of the screen. Viewers can continue to use the functions of the app such as pause, like, dislike and skip while viewing the ad.



Tiffany mobile ad

Users who touch the ad are taken to a browser window with the Tiffany mobile-optimized Web site.

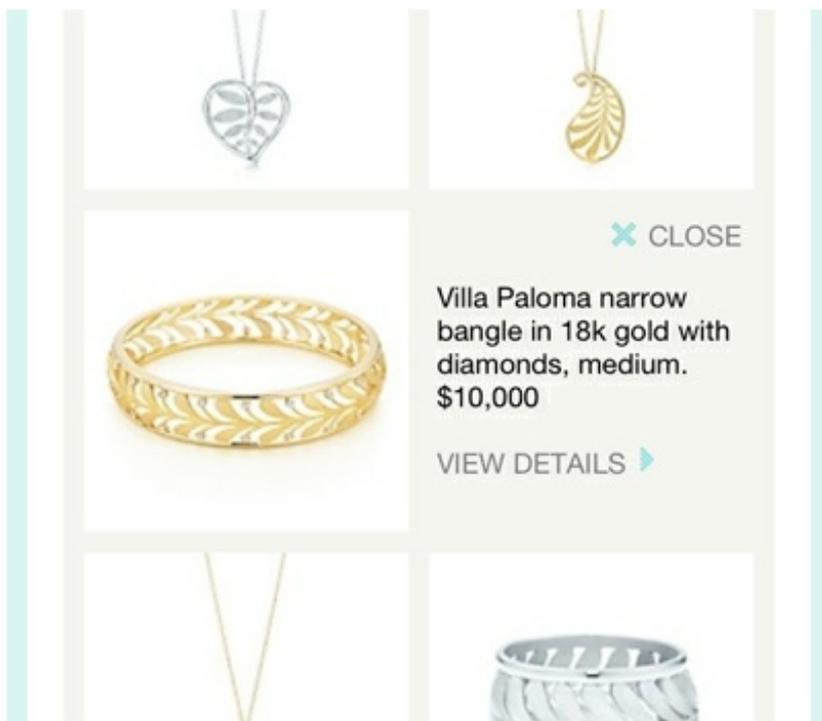
The site is open to a page that holds 23 items from the Villa Paloma collection such as cuff bracelets, necklace pendants and earrings. The items are arranged in squares on the

screen.



Tiffany mobile site

Users can click on a product square to see the name and price on the same screen. They can also click View Details to find more information and purchase the product.



Tiffany mobile site

Pandora was successful in its Pandora ads due to its use of optimized content, which may

trigger mobile commerce action.

“Success in mobile advertising, perhaps more than in any other form, requires a mutual exchange of value between advertiser and audience,” Mr. Forshay said. “The advertiser asks for attention and engagement so, in return, what they offer to the audience should be of equivalent value.

“Directing the consumer to a non-optimized experience shows a complete lack of regard for the consumers’ attention and negates any value from the customer's perspective,” he said.

“The luxury consumer has little time or patience for noise or clutter and presenting to them in a non-optimized way is the surest strategy for alienating this valuable audience.”

Music to my ears

More than two-thirds of affluent consumers who own a smartphone have used their mobile device to shop for products and services, according to a study by The Luxury Institute.

Of the 67 percent of affluent consumers who shop via mobile, 63 percent of them have made purchases in the past 12 months, per the study ([see story](#)).

Tiffany is likely tapping iPhone users on the Pandora app to engage them in mobile commerce.

Many luxury marketers are creating and updating branded apps, but not as many are placing ads in prominent third-party environments.

Tiffany likely chose to reach consumers within an app they already use rather than get lost in the marketplace with a new app, but advertisers on Pandora do not have much control as to what song their ad is placed against.

"While I applaud the brand for understanding where its audience spends its time and being there, my concern with luxury brands venturing into this ad space is the lack of institutional control over what type of music the ad is run against," Mr. Forshay said.

"The luxury consumer is a more sophisticated one, typically with tastes that are a bit removed from the mainstream," he said. "Running the ad against music that does not appeal could mean lack of visibility to the intended audience or, worse yet, create a negative impression versus more traditional targeted ad buys."

Final Take

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