

INTERNET

Cartier taps New Yorkers in digital bridal ads

May 25, 2012



By TRICIA CARR

Cartier is aiming at affluent brides in banner, takeover and sidebar advertisements on New York magazine's Web site that link to its engagement and wedding ring e-boutique.

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The jeweler placed ads earlier this week that take readers from the homepage of <http://www.nymag.com> to its bridal site. Consumers can view ring collections, read about Cartier's expertise and history, locate a boutique and make purchases based on availability.

"The Cartier brand is, without question, a distinctive and exclusive luxury brand," said Karen Kreamer, president of **K2 Brand Consulting**, Overland Park, KS. "The online advertising is well-designed, classic and tasteful, and the placement on nymag.com will likely be very successful in reaching Cartier's target audience.

"Homepage takeover ads can be perceived as intrusive and annoying," she said.

"However, they can be an effective part of a broader marketing campaign. I believe the simple and clear design of the Cartier ad will appeal to interested consumers and result in new visitors to the brand's bridal Web site."

Ms. Kreamer is not affiliated with Cartier, but agreed to comment as an industry expert.

Cartier did not respond before press deadline.

New York state of mind

Cartier is leading readers of nymag.com, New York Magazine's online version and blog site, to its United States bridal e-boutique at <http://www.bridal.cartier.us>.

The ads use Cartier's engagement ring campaign images that were shot against the Paris skyline.

Cartier took out three ads on the landing page of nymag.com. The banner ad is set to the right of the New York Magazine logo and contains Cartier's bridal slogan, "True love has a colour and a name."



Cartier ads on nymag.com

Users can also click on the takeover ad to expand it downward and view animation. It fades into the full view of the ad starting with a blurry Eiffel Tower and ending with a red box containing an engagement ring.



Cartier takeover ad

There is also a square ad in the site's right-hand column. This shows an engagement ring and then flashes to the Paris scene.



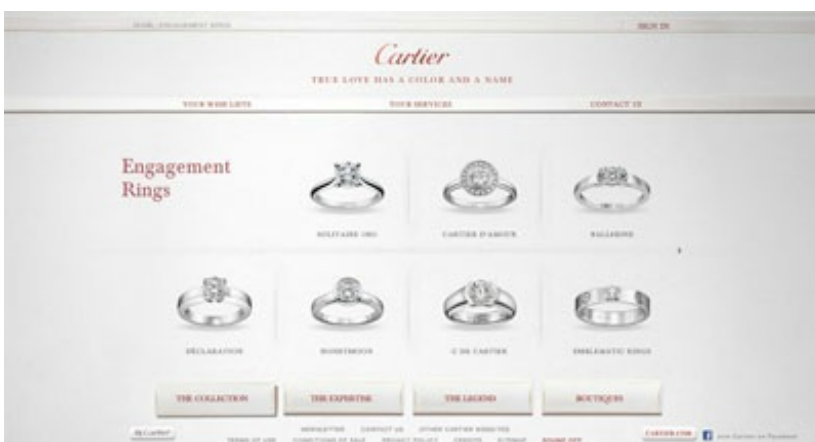
Cartier ad

When readers click on the ad they are brought to Cartier's bridal site. Users can browse through four sections of the site including The Collection, The Expertise, The Legend and Boutiques.



Cartier bridal site

The Collection is split into three sections by diamond setting, engagement rings and wedding rings.



Engagement ring section

Some rings are available on the Cartier ecommerce site. If not, users are asked to request more information by filling out a form on the site.

The Expertise section gives more information about how Cartier sets their diamonds. The Legend tells the history of the brand.

Lastly, users can click Boutiques to find a nearby retailer.

Future bride

Cartier pushed its bridal campaign via print at the beginning of wedding season and in digital and mobile channels most recently.

In addition to its nymag.com ads, a Cartier ad appeared in the iPad edition of Four Seasons Hotels & Resorts' new Weddings magazine ([see story](#)).

Similar to any marketing strategy, a multichannel approach is the most useful for any brand looking to advertise itself to wealthy brides-to-be ([see story](#)).

Cartier is likely appealing to New Yorkers during the peak of bridal season, but may not be able to leverage its bridal jewelry over the reputation of Tiffany & Co. in the Big Apple, according to Ms. Kreamer.

"From a media strategy perspective, the timing of the online campaign is clearly planned to leverage the peak wedding months of May and June," Ms. Kreamer said. "I am sure this strategy is designed to strengthen Cartier's position as a preferred brand for engagement rings and wedding jewelry.

"Unfortunately for Cartier, this is a position that Tiffany & Co. has held and cultivated over time," she said. "Brides everywhere covet the iconic Tiffany solitaire engagement ring nestled in its signature blue box."

Meanwhile, the ad will likely build awareness, but not probably result in huge online transactions.

"I believe it is difficult to generate ecommerce sales of luxury products through online advertising," Ms. Kreamer said. "However, online advertising is an effective strategy to build brand awareness, generate inquiries and encourage retail site visits before purchase.

"I am sure Cartier would be happy to see an increase in retail traffic as a result of the new online campaign," she said.

Final Take

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