

INTERNET

## Fendi grabs eyes in Vogue.com campaign

June 18, 2012



By RACHEL LAMB

Italy's Fendi is looking to target a trendy, fashion-forward audience with interactive advertisements for its eyewear on Vogue.com.



Fendi took banner and tower ads on the site that featured three different campaign shots of models wearing the eyewear and an interactive component where consumers could scroll through the collection. Interestingly, Fendi linked one of the ads to its Facebook page and the other to its Web site.

"There could be a wide range of reasons why Fendi is pushing eyewear instead of couture," said Vic Drabicky, a New York-based luxury and premium brand digital strategist. "It could be a newer line, it could be a product line that doesn't have much brand awareness and they are looking to grow customer interest, it could simply be an easier entry-point to the brand for aspirational customers.

"There is no way of telling for sure, but at the very least, eyewear is seasonally relevant in the summer, so pushing it in the ads makes sense," he said.

Mr. Drabicky is not affiliated with Fendi, but agreed to comment as an industry expert.

All eyes on Fendi

Consumers browsing the [Vogue.com](http://Vogue.com) site were met with an expandable banner ad on the top of the page.



### *Expandable banner ad*

A black-and-white campaign image switched between a model wearing three different products while the collection stood static next to them.

Consumers could use the arrows to scroll through the collection, which listed an image, the name and price of each product.

The top of the ad read, "Spring/summer 2012 eyewear. Browse the spring/summer 2012 eyewear. See more."

Clicking on this ad brought consumers to the [Fendi Facebook page](#). On-site, consumers can check out the eyewear collection and share items via social media.

"Linking to Fendi's Facebook page is only a good idea if Fendi actively engages their audience on Facebook," Mr. Drabicky said.

"It does not mean they have to respond to every single comment and be extremely high-touch, but if it is sporadically updated and there is never any interaction with the audience, then sending customers to the Facebook page may end up being frustrating for consumers and the brand will definitely not see the same benefit," he said.

The second ad is on the side of the page. The side tower ad switches between, "Fendi spring/summer 2012 eyewear. See more" and the three model images.



### *Tower ad on Vogue.com*

Clicking on this ad takes consumers to the [Fendi Web site](#), where consumers can buy the collection.

Another ad is a leaderboard panel on the top of the page that is in a revolving display of content that consumers can scroll through.

Clicking through this ad takes consumers to the Fendi Web site.



### *Leaderboard ad*

When in Vogue

Whether in print or online, many fashion brands look to Vogue for visibility and purchase incentive.

When consumers advertise on Vogue.com, they get a full page to themselves. This could be an incentive for marketers that want to steer clear of competition.

For example, British retailer Burberry launched an all-encompassing digital display on Vogue.com that includes video, a slideshow and a click-to-buy component ([see story](#)). Burberry's eyewear display is also currently on Vogue.com.



### *Burberry ad on Vogue.com*

Also, when consumers rolled their cursors over the Oscar de la Renta ad unit at the top of the screen, it expanded and consumers were shown a high-resolution video of founder Mr. de la Renta talking about the brand ([see story](#)).

Placement on Vogue is likely to target a specific audience of young, affluent and fashion-forward women who are brand loyalists and are comfortable purchasing online.

"For luxury brands, there are a ton of advertising outlets online," Mr. Drabicky said. "You could use Vogue, you could use NYTimes.com, or you could even use a series of hand-selected bloggers.

"While each site has different advertising options and some are more expensive or effective than others, none are a bad choice, especially if the advertiser executes the campaign well," he said.

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.