

MOBILE

Fontainebleau tries for summer bookings via New York Times app

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By RACHEL LAMB

Fontainebleau Miami Beach is looking to engage mobile users and possibly scoop up a few mobile bookings with banner advertisements on The New York Times application for the iPhone.



The hotel is marketing its summer rates on top news articles and homepages. However, the brand might get a little bit further if it optimized its post-click content for mobile screens.

“Successful advertising strategy has always been predicated on a 'right audience, right time, with right message' model, yet mobile ads must solve an additional level of complexity based on the fact that the audience is often not a stationary, but moving, target,” said Scott Forshay, mobile and emerging technologies strategist for **Acquity Group**, Austin, TX.

“Effective purely-mobile advertising, as opposed to tablet, which more accurately mirrors traditional digital advertising, requires a right audience, right time, right message, with appropriate context model, given the contextual implications that serve as instance determinants that drive the consumer engagement with the ad,” he said.

“Successful advertising creates intrigue and fuels desire, so mobile is the ideal medium, given the immediacy of the engagement and its awareness of time and location, to present definitive calls to action that drive consumers to the brick and mortar with positive purchase intent.”

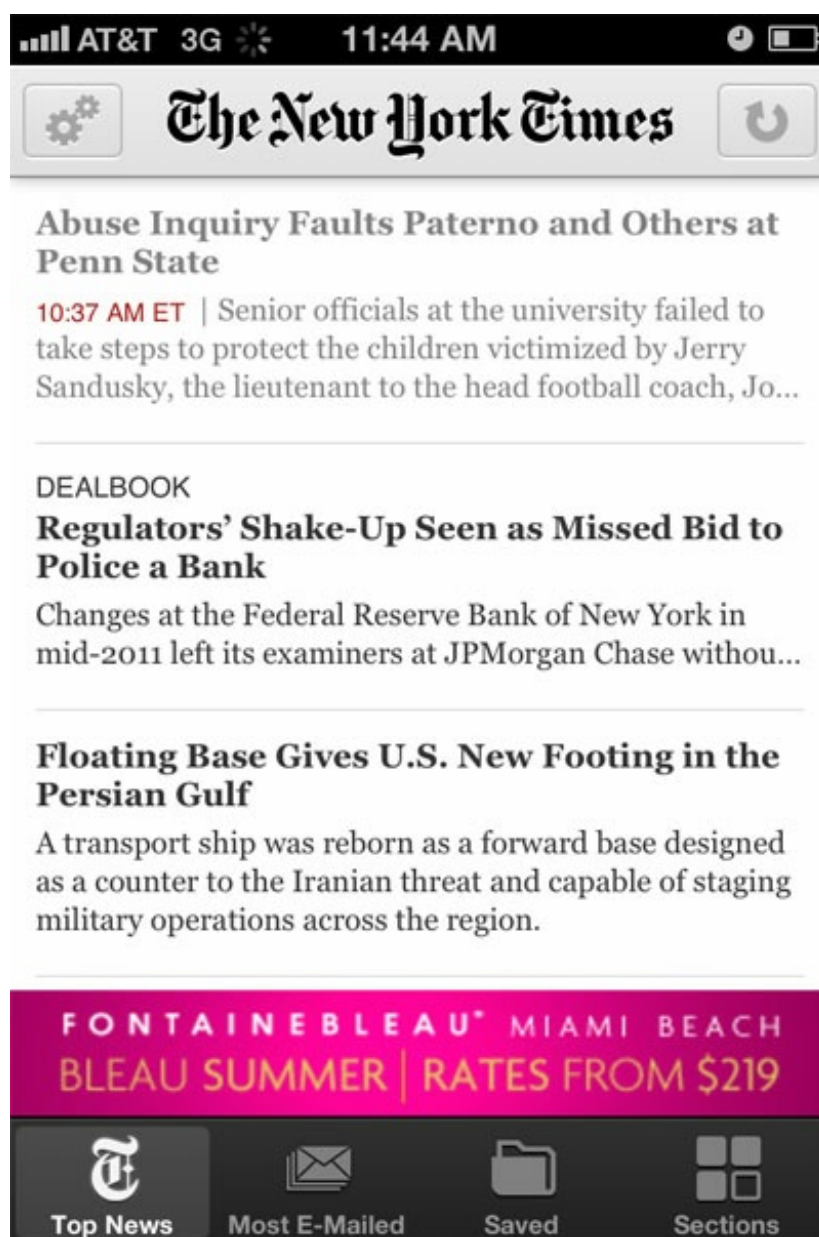
Mr. Forshay is not affiliated with Fontainebleau, but agreed to comment as an industry expert.

Fontainebleau did not respond before press deadline.

Setting a bar

The Fontainebleau ad is a bright pink color with the point of the ad – Bleau summer rates from \$219 – at the focus of the image.

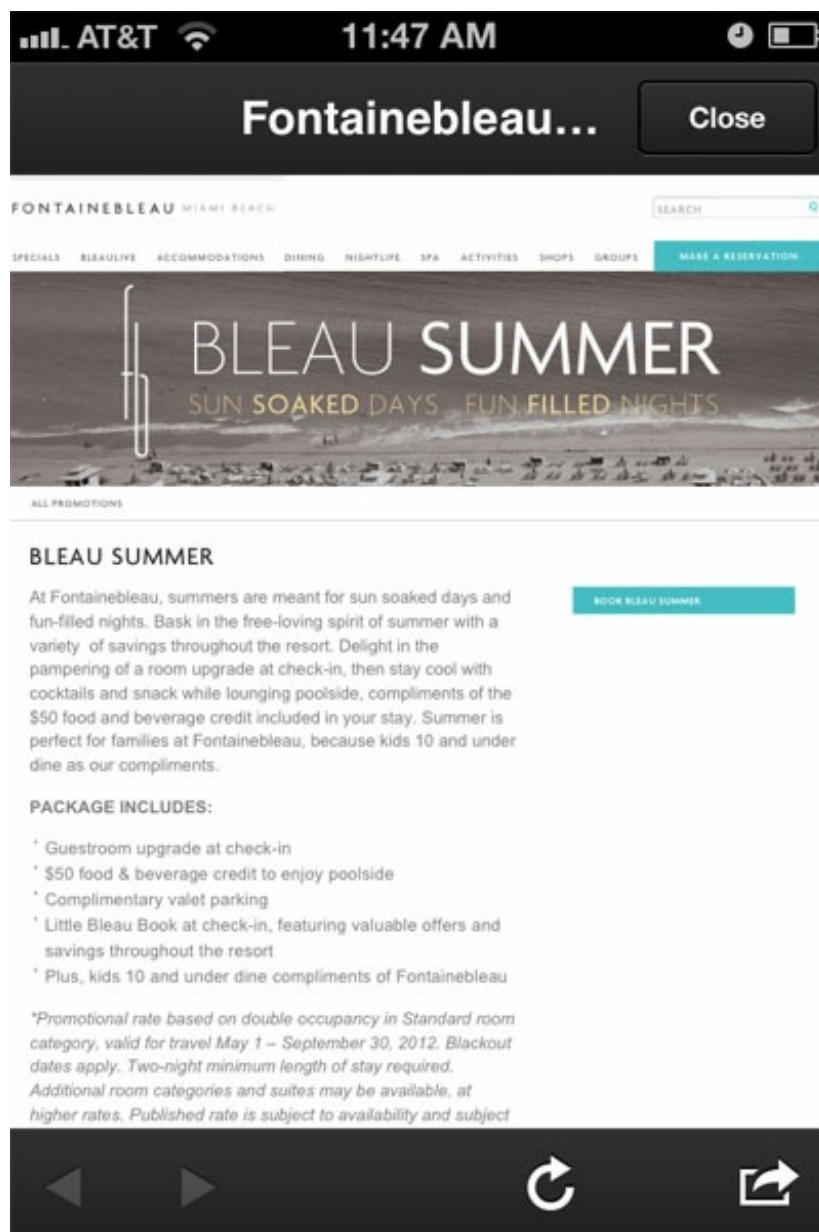
The message is written in yellow with “Fontainebleau Miami Beach” in white above.



Ad in the New York Times app

Tapping on the ad takes consumers to a “Bleau Summer” page where they can learn about the summer package.

The Bleau Summer package includes a room upgrade, \$50 poolside food and beverage credit, valet parking, free dining for children 10 years old and under and the Little Bleau Book at check-in, which helps consumers save throughout the resort.



Landing page

Although this site is not optimized, clicking on “book Bleau Summer” takes consumers to the Fontainebleau mobile site, which was created for smartphones.

There, consumers can book a package in addition to learning more about the hotel, download a QR reader and engage with the brand.

Timely placement

The Fontainebleau app placement complements its ads in the New York Times mobile site.

The Fontainebleau may be trying to hit the wealthy readers of the New York Times who want to hop over to Miami for a weekend this summer.

“The New York Times' readership is certainly an ideal target audience for luxury brand

mobile advertising,” Mr. Forshay said.

Indeed, other marketers are getting this idea.

For example, Corcoran is increasing visibility and focusing on affluent consumers through a banner ad in the New York Times iPhone app that points to the high-end real estate broker’s app ([see story](#)).

In addition, high-end destination club Inspirato is looking to tap affluent jetsetters through targeted mobile banner ads on the New York Times’ mobile-optimized site ([see story](#)).

However, if brands are going for engagement, placement in the New York Times app may be their best bet.

“Beyond the appropriate demographic, however, we are finding that consumers spend more time engaging with apps than browsing the mobile Web, especially those that provide information, entertainment or social connectivity,” Mr. Forshay said. “An in-app Times placement, if executed correctly, can be extremely successful.

“From a tablet app perspective, Ralph Lauren buying out inventory across multiple sections of the New York Times iPad app during New York Fashion Week last year to deliver media-rich units streaming the exclusive look at the show in addition to fully transactional units illustrates both the importance of the publication's readership and the platform with which they are preferring to consume content,” he said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York