

INTERNET

## Marc Jacobs aims for online sales with fragrance push

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By RACHEL LAMB

Marc Jacobs is marketing a new fragrance line called Dot through ads on The New York Times Web site that link to the fashion label's ecommerce site.



The masthead panels are routinely taken by the Marc Jacobs brand for products ranging from fragrances to handbags. Since a younger audience is more likely to buy this fragrance, the New York Times may be a good fit for these ads.

"Naturally, the New York Times site attracts significant traffic and readership," said Daniel Plenge, digital and social master of Marc Jacobs Intl., New York. "The easily-visible banner is perfect as an unobtrusive yet engaging call to action.

"It's a great place to make announcements about exciting promotions, introduce new products and further evoke the Marc lifestyle," he said. "Of course, an ad will direct a consumer straight to the product, but in a larger sense, it directs the consumer to interact with us.

"Regardless of whether they buy the product in question, a click will land them on our Web site where they are at liberty to further explore our products, lookbooks and videos."

Connect the dots

The Dot fragrance is a floral scent with top notes of red berries, mild notes of jasmine and base notes of driftwood, per Marc Jacobs.

The ads on the [New York Times](#) are the two masthead panel ads.

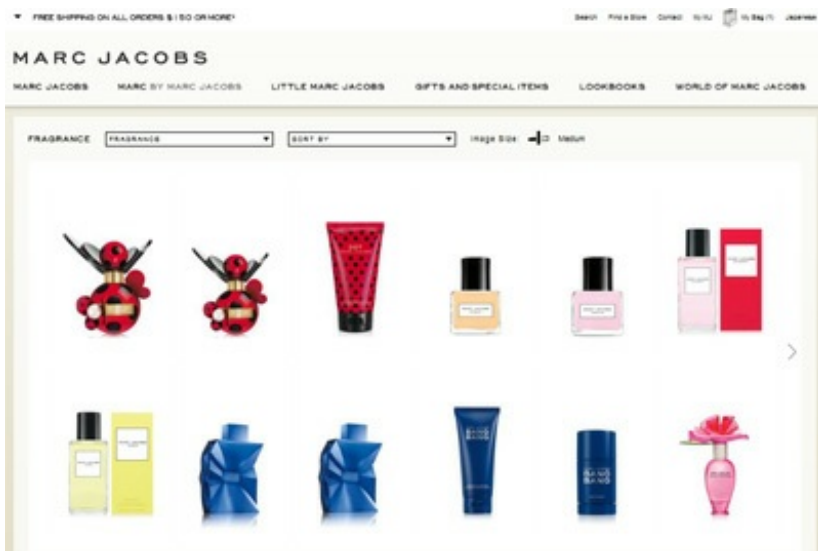


### *Dot ads on the New York Times*

Unlike some other brands that use the publication for advertising, Marc Jacobs did not use leaderboard or side tower ads to complement those next to the masthead.

The left ad comprises a white background with just “MarcJacobs.com.” The right ad shows a picture of the fragrance bottle with the text “Dot. Available now.”

Clicking on either ad brings consumers to the fragrance page on the Marc Jacobs site. In addition to Dot, shoppers can buy other scents including Daisy, Bang Bang and Oh, Lola!



### *Fragrance page on the Marc Jacobs site*

Marc Jacobs has used the New York Times ads in the past for many of its lines.

For example, Marc Jacobs used front-page panel advertisements on the New York Times Web site to promote free shipping on online transactions for its spring/summer 2012 collection that ultimately entice shoppers to sign up for brand emails.

The brand took up the two front panel ads Feb. 6-7 that feature a bag on the left side and free shipping in the brand’s signature font on the right. Clicking through to the ad brought consumers to a page on the Marc Jacobs Web site where they could shop the collection or win passes to New York Fashion Week ([see story](#)).

“The New York Times homepage is a great place to push a product like Dot because the traffic levels are huge, the audience tends to be sophisticated and brand-savvy, and users

typically respond well if you put up an effective ad,” said Vic Drabicky, a New York-based luxury brand digital strategist.

“So, for a brand like Marc Jacobs, which speaks to a higher-end customer base that likely is already familiar with the designer’s name even if they are not familiar with Dot, the New York Times homepage is a great fit,” he said.

Time is right

Approximately 35 percent of the New York Times Web site is an audience under 35 and 57 percent are under 45, according to data from [Quantcast](#).

“Although we think of newspapers as an older persons medium, the fact is that the Web sites often are the new source for the young and affluent,” said Shenan Reed, chief media officer of [Morpheus Media](#), a Createthe Group company, New York.

Given that 64 percent of the New York Times Web site audience makes more than \$100,000 annually and 68 percent have no children is a strong indication of a disposable income, according to Ms. Reed.

Other marketers including Gucci, Ralph Lauren, Omega and Orient-Express have also used the New York Times Web site to market new campaigns and products, and generally build awareness.

“The New York Times has traditionally done very well in attracting luxury advertisers,” Ms. Reed said. “Its strong audience story along with its editorial credibility and brand-safe environment make it a great partner for luxury brands.

“It’s also a very large site, giving it great reach, which makes it very appealing for brands who want to make an announcement about a new product launch to a large audience,” she said.

Final Take

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