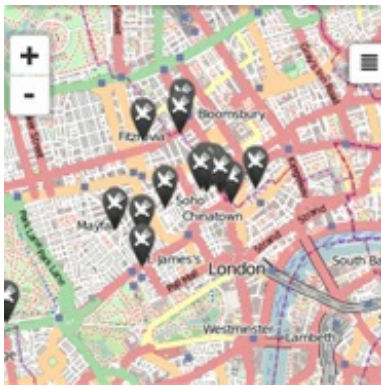


MOBILE

Hugo Boss targets London via branded mobile city guide

August 8, 2012



By TRICIA CARR

German label Hugo Boss is getting in on the action in London by targeting consumers with a mobile city guide that is available for download when consumers scan a QR code.

[**Sign up now**](#)
Luxury Daily

Consumers can browse a selection of hotels, restaurants, bars, markets, attractions, events and London-based Hugo Boss boutiques that were curated by the label and London-based online publication Urban Junkies. Instead of creating a mobile application, Hugo Boss opted to host the guide on a URL that is available only on a smartphone browser.

"Increasingly, brands and content providers are using action codes to activate media such as digital, print, radio and television via mobile," said John Puterbaugh, founder/CEO of [Nellymoser Inc.](#), Boston. "Mobile activation allows consumers to get access to content quickly on their phones and tablets, and Hugo Boss made it really easy to scan the digital QR code and immediately access the mobile guide.

"Mobile lifestyle guides work for luxury brands," he said. "Leveraging a content partner like Urban Junkies enables brands like Hugo Boss to carefully curate and present information and content concomitant with their brand.

"The careful selection of particular accommodations, restaurants, bars, nightlife, events and cultural attractions together help reinforce a particular overall brand image, and packaging it as a mobile guide certainly speaks to the audience it desires to reach."

Mr. Puterbaugh is not affiliated with Hugo Boss, but agreed to comment as an industry expert.

Hugo Boss declined to comment directly.

Boss of the city

The Hugo Boss London Travel Guide can be viewed in the browser of the iPhone and Android smartphones. It is a map that contains a mark where each venue is located.

The label is raising awareness for the guide via Facebook, Twitter, its e-magazine and its British Web site. For example, a QR code presented as the profile picture of the @HugoBoss_UK Twitter handle and in the e-magazine brings users to the guide on their smartphones.

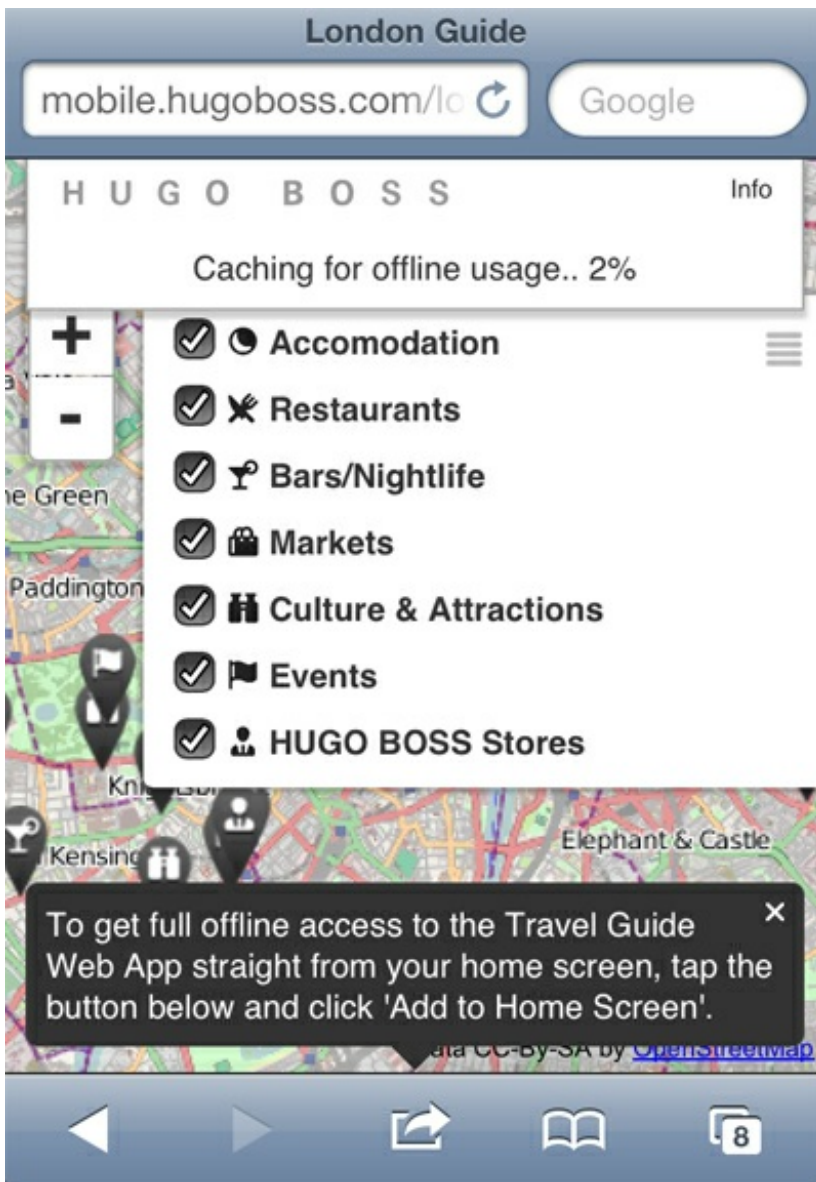


@HugoBoss_UK Twitter page

Hugo Boss is also using mobile media ads and in-store QR codes in its London boutiques to direct readers to the mobile guide.

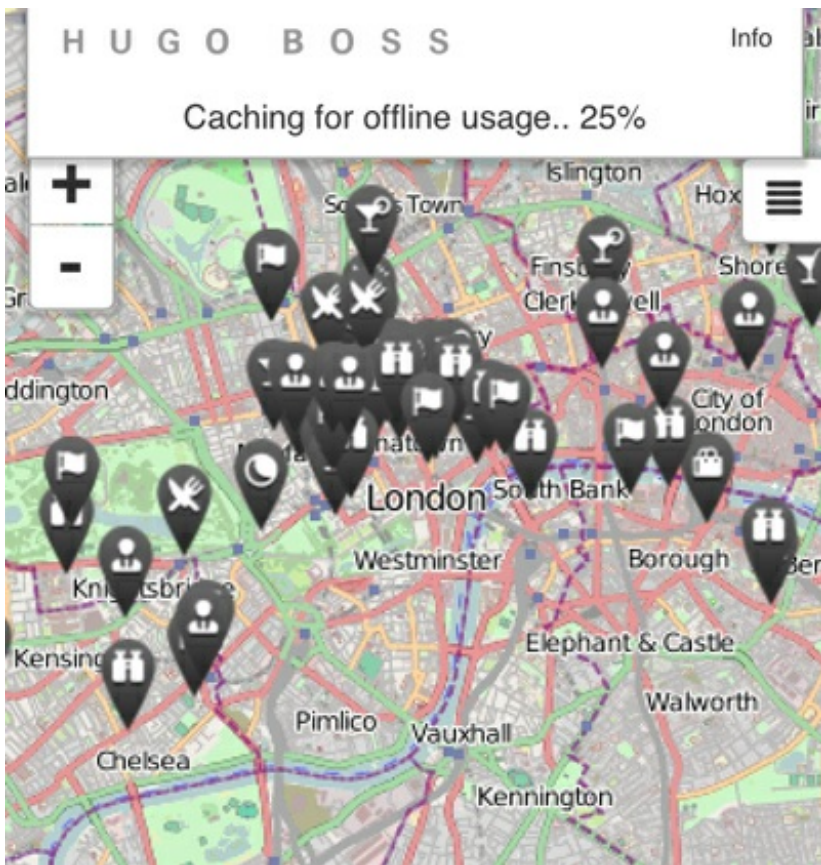
Before downloading the London guide, Hugo Boss tells consumers to visit its refurbished Regent Street boutique and new Knightsbridge location, which are featured on the map.

The guide takes up approximately 10 MB of smartphone storage for offline usage. On the iPhone, users are told to add a home screen shortcut to access the guide at all times.



First screen view of the London Travel Guide

Each venue on the London Travel Guide is marked with its category. These include Accommodation, Restaurants, Bars/Nightlife, Markets, Culture & Attractions, Events and Hugo Boss Stores.



London City Guide

Users can select which categories they would like to view on the map from a drop-down menu. They can also zoom in and out with a tool on the left.

Each spot also has its own page in the guide that contains an image, description, address, phone number, hours of operation and a company Web site link.

BOSS Man Store



HUGO BOSS Stores



Category:

HUGO BOSS Stores

Address:

31 Brompton Road, Knightsbridge, London SW3
1ED (opens Summer 2012)

Knightsbridge store page

Hugo Boss will reach young locals and travelers with its QR engagement strategy, per Scott Forshay, mobile and emerging technologies strategist for [Acquity Group](#), Austin, TX.

"As with any mobile marketing effort, success and value will ultimately be determined by consumer adoption of the engagement strategy," Mr. Forshay said.

"The ubiquity of QR codes launching a mobile Web experience will provide greater reach than a native app and the younger, device-savvy demographic that covets the label are certainly familiar with the QR touch point," he said.

"Assuming a substantial engaged audience, which is a big assumption, the ability of the brand to remain top-of-mind for luxury travelers visiting London and seeking on-brand points of interest should create positive branding returns without an overly-obvious brand-centric marketing approach."

Localized label

Hugo Boss seems to be building on its lifestyle association by including lesser-known venues in its London Travel Guide, which could show consumers that it can provide them with a cultural experience in a city where its boutiques are located.

Also, the label is raising awareness for its London boutiques in a localized effort to target consumers who are visiting the city for the Olympics and want to enjoy themselves, per Hugo Boss.

French fashion house Louis Vuitton has also incorporated city guides into its mobile strategy.

The label introduced the It Boys and Girls series that follows fashionable city insiders around chic metropolises. Consumers are able to track travel paths through Barcelona, Beirut, Berlin, London, Los Angeles, Madrid, Milan, New York, Paris, Rome and Tokyo ([see story](#)).

Mobile seems to be the best channel for these efforts because the content is meant for on-the-go consumers.

Hugo Boss' decision to offer the guide from a browser page rather than an app could signal that the effort is not meant to last beyond the summer travel season.

However, the fact that the guide is available offline means that users can access it at all times, including on underground transportation.

"While the technical execution is not flawless, with somewhat confusing navigational flows, and the copy could certainly have been more creative, the execution was likely developed with little effort and minimal financial investment when compared to the litany of existing luxury branded native lifestyle apps," Mr. Forshay said.

"The caching function was slow to complete but was certainly the most ingenious element of the effort, allowing consumers assured access to the guide in a manner similar to a native app," he said. "The success of the effort will ultimately hinge on the effectiveness of the promotional strategy.

"Embedding the QR code on the big browser Web site seems superfluous, but one of the primary advantages of codes is that they can be placed virtually anywhere, from print ads to billboards to direct mail pieces, building wraps to bus shelters that ensure extended reach of impressions and increased probability of curiosity-based consumer engagement."

Final Take

Tricia Carr, editorial assistant 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.