

MOBILE

Tourneau extends reach of digital lifestyle magazine via iPad app

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By TRICIA CARR



Tourneau Minutes
editorial on rose gold
watches

Watchmaker and retailer Tourneau is aiming at affluent tablet users by offering its digital lifestyle publication Tourneau Minutes in an application for the iPad.

The brand opted to dedicate its first mobile app to the editorial content from its e-magazine to integrate lifestyle elements rather than focus solely on its products. Tourneau is joining a few other luxury marketers that created an exclusive iPad experience for the affluent users of the medium.



“The strategy behind the app was the editorial content integration into the watch world,” said Donald McNichol, senior vice president of marketing and online at **Tourneau**, New York. “It started with the magalog, and then through the iPad app, we could further integrate that storytelling and experience.

“Now it is not limited to the one dimension of the print page and brings in more interactivity of the community,” he said. “It is building a lifestyle community around certain topics.

"In the app world, you get great connectivity within the community."

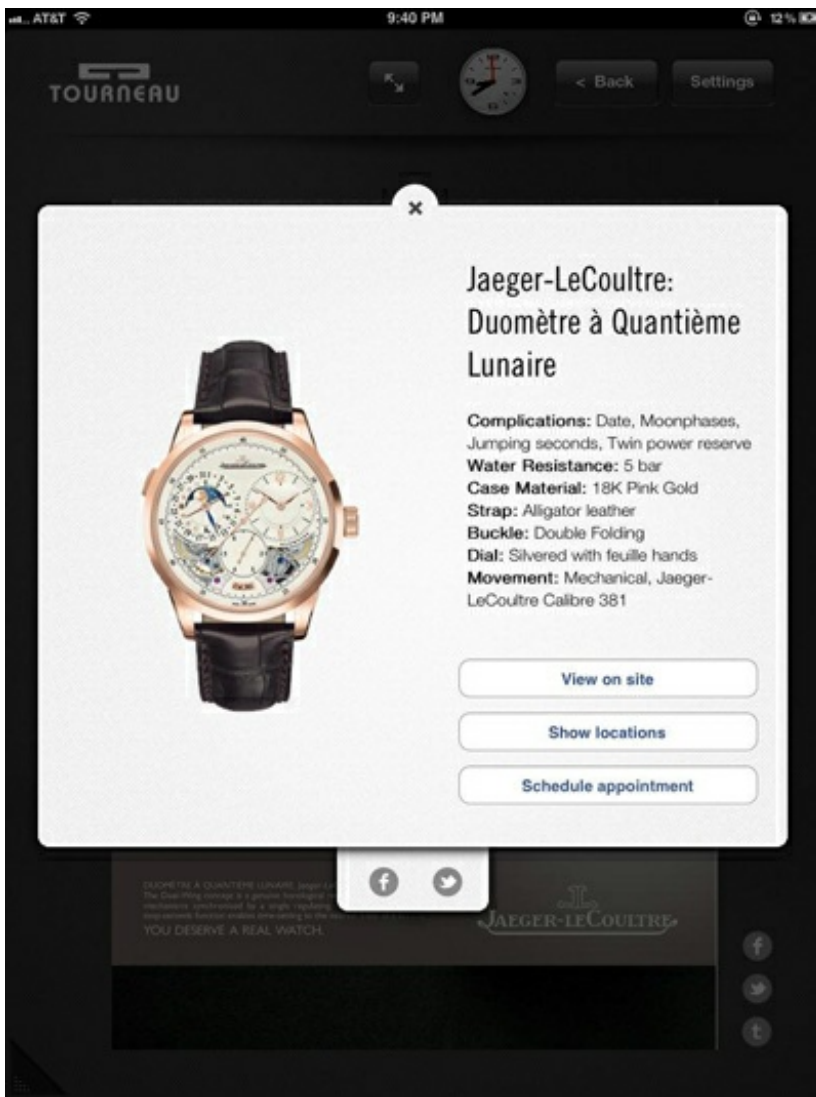
B Culture Media created the Tourneau Times magazine app.

More than a magazine

The Tourneau Minutes app centers on the digital magazine, but contains interactive elements that are only available on the iPad edition. It is available for free in the App Store.

The inaugural iPad edition of Tourneau Minutes is the summer 2012 issue. Editorial topics include the timing elements of baseball, rose gold watches and an interview with watch collector William Rohr.

Users can click on the name or image of any timepiece in the magazine to view product specifications in a pop-up window.



Pop-up product page

All product information and editorial content can be shared via Facebook, Twitter and Tumblr from the app share buttons.

In addition, users can set the app to their time zone on Tourneau watch faces and view the brand's Facebook and Twitter feeds from the homepage of the app.



App homepage

One goal of the app is to connect like-minded social media users within the Tourneau brand, per Mr. McNichol.

Furthermore, users can find timepieces online, schedule an in-store appointment or find a boutique location from each product pop-up page.

The app was the next step in Tourneau's mobile strategy. Last year, the brand optimized its site for mobile and tablet use ([see story](#)).

Tourneau will raise awareness for the iPad app via email, social media, its Web site and its stores. iPads at all of its retail locations will be loaded with the app for consumers to explore.

"Tourneau wanted to create a new digital experience for its audience and customers with Tourneau Minutes," said Ralph Jovine, president/CEO of **B Culture Media**, Atlanta. "We took the print version of the magazine and created an entire interactive experience around the content.

"The app does a great job of showcasing the Tourneau lifestyle to users by taking the watches on each page of Tourneau Minutes and providing advanced content and experiences to tie them into a users lifestyle and other interests," he said.

"For example, typically a user that is a fan of the Franck Muller watch designed for Reggie Jackson is someone who also might be interested in baseball, and we have not only showcased the features of that watch and the location as to where to view and purchase, but share the current Major League Baseball stats and standings for the reader to take the experience to another level."

From the pages

Tourneau is joining a few luxury marketers that have brought their own editorially-focused publications to the iPad.

For instance, British department store Harrods continues to position itself as an authority of the luxury lifestyle via the iPad app for its highly-circulated Harrods Magazine. The publication was distributed in print for the past two years.

Consumers can access all information in the print edition of Harrods Magazine, but with additional footage such as sharing capabilities and video ([see story](#)).

In addition, international hotel, river cruise and rail company Orient-Express released a free app for the iPad that allows on-the-go consumers to read new issues of its Traveller magazine with added interactive features such as video and bookmarking capabilities ([see story](#)).

The iPad seems to have a high concentration of affluent users in comparison to the mass-appeal of the iPhone and other smartphones, so it makes sense to develop a luxury-driven effort for the medium.

Also, brands that create a distinctive experience on the iPad with interactivity and exclusive content will likely be able to reach these consumers.

Tourneau included add-ons such as social sharing and enhanced product pages, Harrods used video and social sharing and Orient-Express turned to video and bookmarking to distinguish the iPad experience from the online magazine.

In fact, Tourneau chose the iPad as the medium for its first app due to the device's ability to tell a brand story.

"Ultimately, we do a lot of product-centric education with direct mail catalogs and also rendered in digital," Mr. McNichol said. "In luxury, we work to create desire via storytelling.

"We launched our new Web site in late fall to focus on contextual brand elements, creating desire through storytelling," he said. "Apps are a wonderful medium on which to experiment and expand this."

Final Take

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