

MOBILE

Barneys, Rolls-Royce enhance fall products via September Robb Report iPad issue

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By RACHEL LAMB

Marketers including Barneys New York, ClearJet, Four Seasons and Lugano Diamonds are illuminating their products through interactive advertisements in the September Robb Report iPad edition.

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Luxury Daily

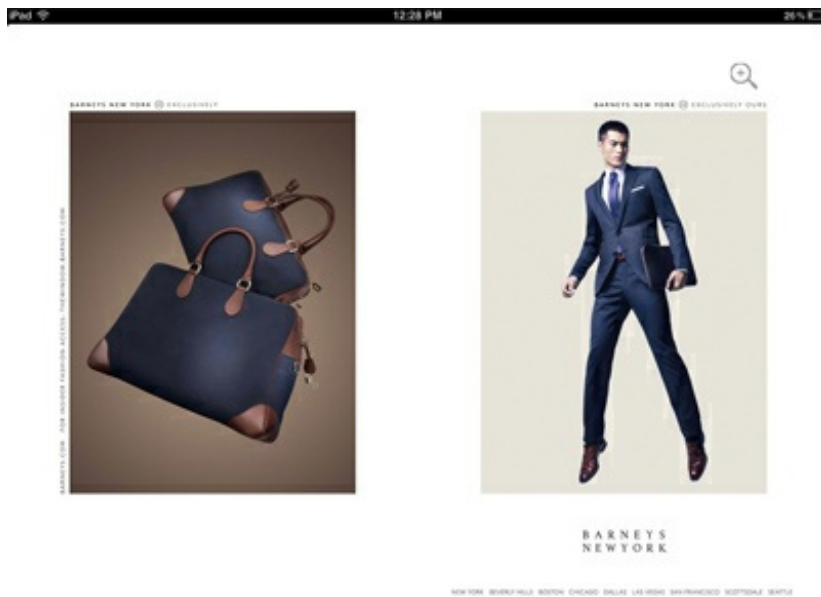
There are eight videos, 15 slideshows and interactive photos in this issue. The September issue focuses on men's fashion including the 18-page story "Man About Town," elements of style in Tom Ford and Bergdorf Goodman's shoe library.

"September is an important issue for Robb Report with its major focus on fashion and style," said John C. Anderson, Los Angeles-based vice president of digital at CurtCo Media, publisher of **Robb Report**. "This issue provides unique coverage of the best of the best in men's fashion for this fall."

"Robb Report's overall success with increasing the number of ads enhanced with videos and slideshows has been largely due to the high engagement, click-through rate and response to these ads from our unique audience," he said.

Full report

Barneys' ad comprises two images: a man wearing a suit and blue duffle bags. It links to an optimized site where consumers can buy through the iPad.



Barneys ad

Featured items include socks, umbrellas, cufflinks, bags, shirts and leather goods.

Another ad is from Cardinale. The winemaker's ad also connects to a mobile-optimized site where consumers can explore the brand and its products.

The site also allows consumers to contact the brand, trade and join the mailing list.

ClearJet's ad focuses on private aviation transparency. It allows consumers a chance to receive a quote that includes pricing, travel times and amenities with photos of the jets.

Another ad is from Corneliani. This spot allows consumers to watch the fall/winter 2012 video, download the application, watch the heritage video and generally explore the brand world.

The Corneliani ad offers extended interaction to increase the time spent with the brand.

The Domus Design Collection is the only home furnishings ad in this issue. It features a living room as the main image.

When the Web site is tapped, it connects consumers to an optimized site where they can explore products, lighting, accessories and contact information.

Four Seasons Resort, Maui at Wailea often takes out an interactive ad in Robb Report's iPad issue.



Four Seasons ad

This ad offers hotel credits with booking. This could be part of its September Couples Month program ([see story](#)).

Another ad is for Lugano Diamonds. Consumers can check out a video, the Lugano catalog and the Lugano Web site.

Readers can also look at a slideshow of 10 high-resolution images of the newest collection.

Meadowood Napa Valley has also been an advertiser in Robb Report. This ad focuses on an exclusive golf gift where consumers can receive two one-hour sessions in the new golf performance studio with any length of stay.

The final advertiser is Seven Stars Resort. The Turks and Caicos Islands resort's ad features a couple lounging by a pool and includes links to the resort's optimized Web site, Facebook page and Twitter account.



Seven Stars ad

On a roll

Quite a few luxury marketers are using digital versions of magazines to increase engagement and allow more time spent with brands.

The enhanced Robb Report digital ads add value to marketers in a few ways.

The digital edition creates 88 percent satisfaction with readers. In addition, 74 percent of consumers particularly enjoy interactive ads, according to Robb Report.

Last month, advertisers Breguet, Four Seasons Resort Maui at Wailea, KEF, Lugano Diamonds, Meadowood Napa Valley and BurgerFi achieved maximum exposure to an affluent audience through mobile advertising in the August issue of Robb Report ([see story](#)).

The September issue is particularly important to Robb Report because it is the fall fashion issue, but also allows the publication to hone in on one of its fortes, high-end cars.

That issue also included the annual Private Aviation Sourcebook, which is a guide to buying aircraft, fractional shares and flight services. There is a feature on finding the best values in the current secondary market ([see story](#)).

“Few magazines have the opportunity to cover two of the finest automobiles in the world in a single issue,” Mr. Anderson said. “The September issue of Robb Report has in-depth coverage of Rolls-Royce's new series-two Phantoms with great images, slideshows and video to give viewers a real insight into these new models for 2013.

“Bentley is featured with not only a sneak peak of the new Bentley SUV, but notes on the new V8 Bentley Continental GT and the Mulsanne,” he said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York