

MOBILE

## Aston Martin solidifies lifestyle status via iPad magazine

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By RACHEL LAMB

British automaker Aston Martin is increasing its lifestyle status in a digital magazine that promotes its vehicles and brand culture through content and advertisements from luxury brands.

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**Luxury Daily**

Aston Martin magazine is split into 17 features including those on Brazil, lesser-known British luxury brands, iconic film memorabilia and Le Mans 2012. It is available for free in [Apple's App Store](#).

"I think Aston Martin is a lifestyle brand and this magazine app is intended to enhance that with related articles on handbags and electronics as well as cars in the magazine," said Simon Buckingham, CEO of [Appitalism](#), New York.

"It is a soft-sell approach," he said. "Magazine readers learn about current and past Aston Martin models whilst also reading interesting lifestyle articles."

Model example

Consumers are able to access a table of contents that allows them to directly link to articles.



### *John Lobb shoe feature*

The articles include the Aston Martin and John Lobb winner sports shoe made by Aston Martin director of design Marek Reichman and Andres Hernandez, John Lobb's creative director.

There is also a feature on lesser-known British apparel brands including Barbour, Holland & Holland and James Purdey & Sons.

In addition, there are Aston Martin features including those on Vanquish, Le Mans, Aston Martin Works and the entire product range.



### *Vanquish feature*

In the product section, consumers can see full model information and stats and look at images. Readers are also able to view all other details on the Aston Martin site, which does not require exiting the app.

Meanwhile, there are ads from luxury brands including Ulysse Nardin, Wellendorff, Calleija for Aston Martin, Richard Mille and Jaeger-LeCoultre.



### *Jaeger-LeCoultre ad*

Through the ads, consumers can watch videos, see images and connect to mobile sites.

### Living the lifestyle

Aston Martin is not the first luxury automaker to grow its mobile presence through an iPad magazine.

For example, automaker Land Rover is channeling its personality and voice to create a lifestyle while simultaneously pushing new branded models through its Onelife magazine for the iPad ([see story](#)).

Issues of OneLife include content on new Land Rover models including the much-marketed Range Rover Evoque, expert advice on activities and editorial by and about real Land Rover owners that depict the ideal branded lifestyle. The app gives a glimpse into the Land Rover world that may help to retain customers and create a community.

Meanwhile, German automaker Audi created a more portable brand experience by allowing consumers to check out the latest content on its branded Audi Magazine in an iPad app ([see story](#)).

The reason for the shift is because affluent consumers, more than their non-affluent counterparts, own smartphones and tablets and expect brands to be on them as well.

Furthermore, iPad versions of magazines can offer videos and links to Web sites that could lead to further interaction or transactions.

However, Aston Martin may want to boost the magazine's look-and-feel if it wants to retain readership, according to Mr. Buckingham.

"The magazine content is quite engaging, but the magazine design is pretty static and flat, despite the large initial file download," Mr. Buckingham said.

#### Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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