

MOBILE

## 3.1 Phillip Lim bolsters print, outdoor ads with mobile scanning app

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By TRICIA CARR

Fashion house 3.1 Phillip Lim is enhancing brand print materials and out-of-home ads with an iPhone and iPad application that lets users access exclusive brand content and products upon scanning it with their device's camera.

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**Luxury Daily**

The label is marking select brochures, look books, print ads and billboards with Agent 3.1 icons that can be scanned with its app to reveal additional content on a mobile Web site. Digital watermarking seems to be an emerging trend among luxury marketers since it does not interfere with the design of print campaigns, but can engage target consumers on mobile.

"While I believe the strategy behind the app was simply to add layers of dimensionality to two-dimensional passive print assets and engage consumers in a manner unique to the device, I also believe the execution actually accomplishes a great deal more than the brand even intended it to," said Scott Forshay, mobile and emerging technologies strategist for [Acquity Group](#), Austin, TX.

"This execution makes a definitely bold statement about consumer behavior on devices by entirely flipping the script on what we have come to believe are proper app interfaces, workflows and overall in-app user experiences," he said. "Instead of employing a

traditional unidirectional engagement strategy with content and commerce at the display forefront, the brand and its agency chose to put ownership and control of the user experience in the hands of the actual user.

"As simplistic as this sounds, fundamentally, it is actually pretty revolutionary in digital fashion."

Mr. Forshay is not affiliated with 3.1 Phillip Lim, but agreed to comment as an industry expert.

**3.1 Phillip Lim** did not respond before press deadline.

The Agent 3.1 app was created by **King & Partners** and uses **Mobile Acuity's** Mobile Visual Search technology.

Brand cam

The Agent 3.1 app lets consumers interact with 3.1 Phillip Lim print materials on their mobile devices through the camera. It is available for free in the **Apple's App Store**.

Each print material links to a specific mobile page with special content.

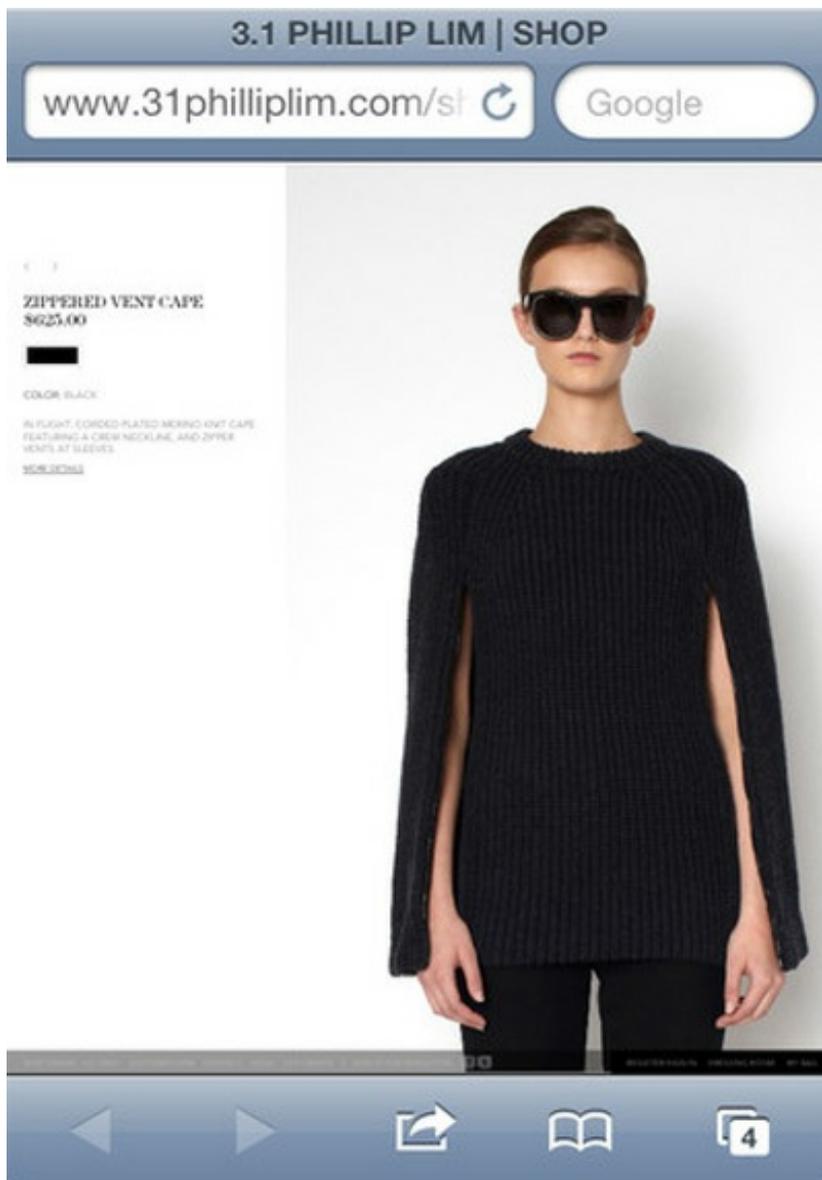
When users scan Agent 3.1-enabled materials, they can unlock exclusive content, secret items, product knowledge, designer inspiration, behind-the-scenes access and special offers. There are also custom looks that can appear and users can shop the items.

Furthermore, it seems that the app will let consumers interact with the new brand comic book called Kill the Night that was inspired by the fall 2012 collection. Consumers can sign up to receive a copy on the 3.1 Phillip Lim Web site.



*App camera*

The app also contains buttons for users to share the brand content via Facebook and Twitter or contribute to an online discussion.



*Mobile-optimized shop-the-look page*

### Invisible technology

More luxury brands are using invisible watermarks on print ads to link to mobile content. For example, Alexander McQueen, Fendi, Rebecca Taylor, Furla and other luxury marketers took advantage of watermarked print ads that encourage mobile commerce in Condé Nast's W magazine Trends supplement.

Using technology from Digimarc, select marketers are allowing their products shown on print pages to be bought via mobile ([see story](#)).

Also, Starwood Hotels & Resorts incorporated Digimarc watermarks in print ads in the April issue of Saveur magazine that displayed new content and editorial about Starwood's Hawaii properties ([see story](#)).

In addition, British apparel and accessories label Alfred Dunhill used Aurasma technology in its portrait ads placed in luxury-focused magazines.

Consumers who scan the watermarked ads with the Aurasma smartphone app saw a video that corresponded to the man on the ad ([see story](#)).

3.1 Phillip Lim’s use of a brand app rather than a third-party app can help it keep a seamless experience through its advertising channels.

“Upon launch, the user is simply presented with a literal lens through which to experience the brand, without navigational hindrances, and engage with an array of content on their own terms as the visual print interpretation of the brand's creative vision is provided added dimension and comes to life on the device,” Mr. Forshay said.

“The mobile medium is uniquely suited to revitalize traditional print for premier brands by allowing the consumer to experience a three-dimensional engagement with the content,” he said.

“It is obvious that the label understands that blurring the preexisting lines between the physical and digital worlds and allowing the device to serve as a connected compass to help consumers navigate an increasingly digitally-optimized world is the new model of marketing mobility.”

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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