

MOBILE

BMW, Patek Philippe bolster awareness via October Robb Report

September 27, 2012



By RACHEL LAMB

Advertisers including BMW, Bally, Patek Philippe, Four Seasons and Lugano Diamonds are taking advantage of increased reader interaction in the October issue of Robb Report.



Brands are using multiple pages, photo galleries and videos to draw attention to themselves through these interactive ads. To complement the ads, the October issue includes features such as the Culinary Masters Competition, the Ferrari 250 GTO and the 197-foot CRN yacht.

“Readers really want so much more from a digital edition than simply a replica of the print edition,” said John Anderson, Los Angeles-based vice president of digital at CurtCo Media, publisher of Robb Report. “This is true for ads as well as editorial.

“By having the opportunity to engage with the advertiser's product with hotspots, slideshows and videos, the Robb Report has found that our readers will accept the call to action that has been offered to the reader, whether it is going to a Web site, Facebook page, store locator or even filling out a lead generation form built into the ad,” he said.

“The success of the interactive ads is clearly demonstrated by the number of advertisers in this issue that have returned for the second or third time such as BMW, Burgerfi,

Cardinale, Corneliani and Lugano Diamonds.”

CurtCo Media owns Robb Report.

Full report

There are 12 advertisers in this issue: Bally, BMW, BurgerFi, Cardinale, Corneliani, Four Seasons Resort’s Maui at Wailea property, Fraser Yachts, Gemological Institute of America, Louis XIII, Lugano Diamonds, Meadowood Napa Valley and Patek Philippe.

One of the most interactive ads is from apparel label Bally. Readers can watch a video and check out an image gallery in the ad.

Also, there is a link to the Bally mobile application in Apple’s App Store. The app allows consumers to design their own pair of Scribe shoes.



Bally ad

Meanwhile, Corneliani allows consumers to watch the fall/winter 2012 runway show, a heritage video or link to its mobile site.

BMW’s ad is for the 7 Series. The three-page ad includes a build-your-own car feature, a photo gallery and a short video.

Consumers can explore the interior and exterior of the 7 Series through tapping on different buttons around the vehicle.



BMW ad

Robb Report digital ad mainstays such as Lugano Diamonds and Four Seasons also have ads in this issue.

For example, Four Seasons' ad offers hotel credits at its Maui at Wailea property with booking through the site.

Also, consumers can check out a video, the Lugano catalog and the Lugano Web site through the jeweler's ad.



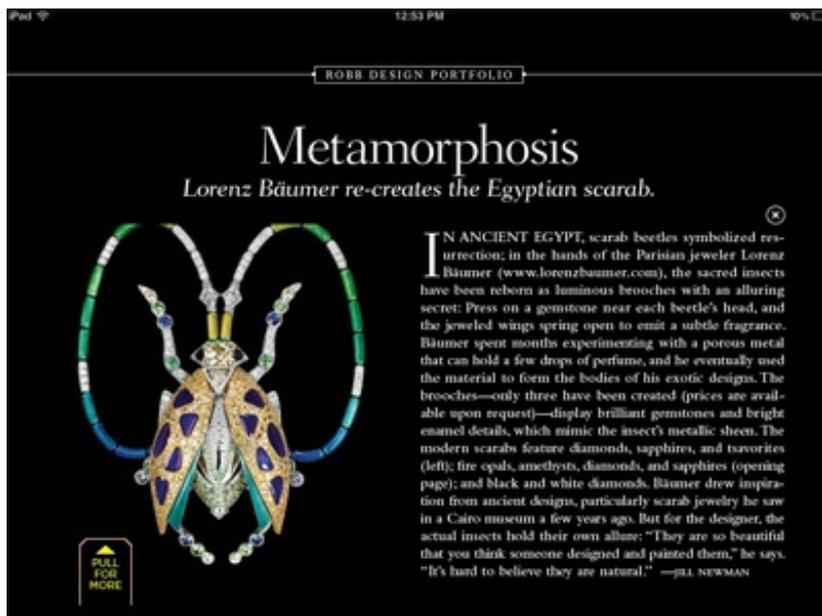
Lugano ad

Living the lifestyle

This issue of Robb Report has features including the Culinary Masters Competition. The competition features five of the world's greatest chefs including Michael Mina, Masa Takayama, José Andrés, Eric Ripert and Charlie Palmer.

Also, the issue focuses on the 50th anniversary of the Ferrari 250 GTO. Champagne brand Dom Pérignon hosted a five-day rally to celebrate.

Another feature is the Robb Design Portfolio that focuses on the Egyptian scarab jewel from Lorenz Bäumer.



Editorial from this issue

The lifestyle aspect of the editorial gives the ads a greater reach to more consumers.

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.

“While the Robb Report has covered fine wines, fine dining and a number of chefs have been featured as our ‘Robb Reader,’ the October issue represents our first venture directly into the culinary world with our culinary masters competition,” Mr. Anderson said.

“The digital edition allows readers to explore the worlds of the five master chefs and their nominees for the next culinary master,” he said. “With slideshows, videos and recipes, readers of the digital edition have the opportunity to experience the style, flavor and charities of each of the chefs.”

Final Take

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