

MOBILE

Armani drives mcommerce via Vanity Fair takeover ad

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By ERIN SHEA

Italian lifestyle brand Giorgio Armani is driving mobile commerce through a takeover advertisement on Condé Nast-owned Vanity Fair's mobile Web site.



The mobile ad pops up immediately as users access Vanity Fair's mobile site and gives users the option to click through to Armani's mobile commerce Web site. A takeover-style ad can be beneficial for marketers since consumers are guaranteed to view it.

"A customer takeover ad is more valuable to marketers than a banner ad because the viewer cannot miss it," said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA.

"While consumers see banner ads, they are tangential ad-ons that are viewed while the consumer is simultaneously engaging in another activity," she said.

Ms. Lowy is not affiliated with Giorgio Armani or Vanity Fair, but agreed to comment as an industry expert.

[Giorgio Armani](#) declined to comment. [Vanity Fair](#) did not respond by press deadline.

Luxury takeover

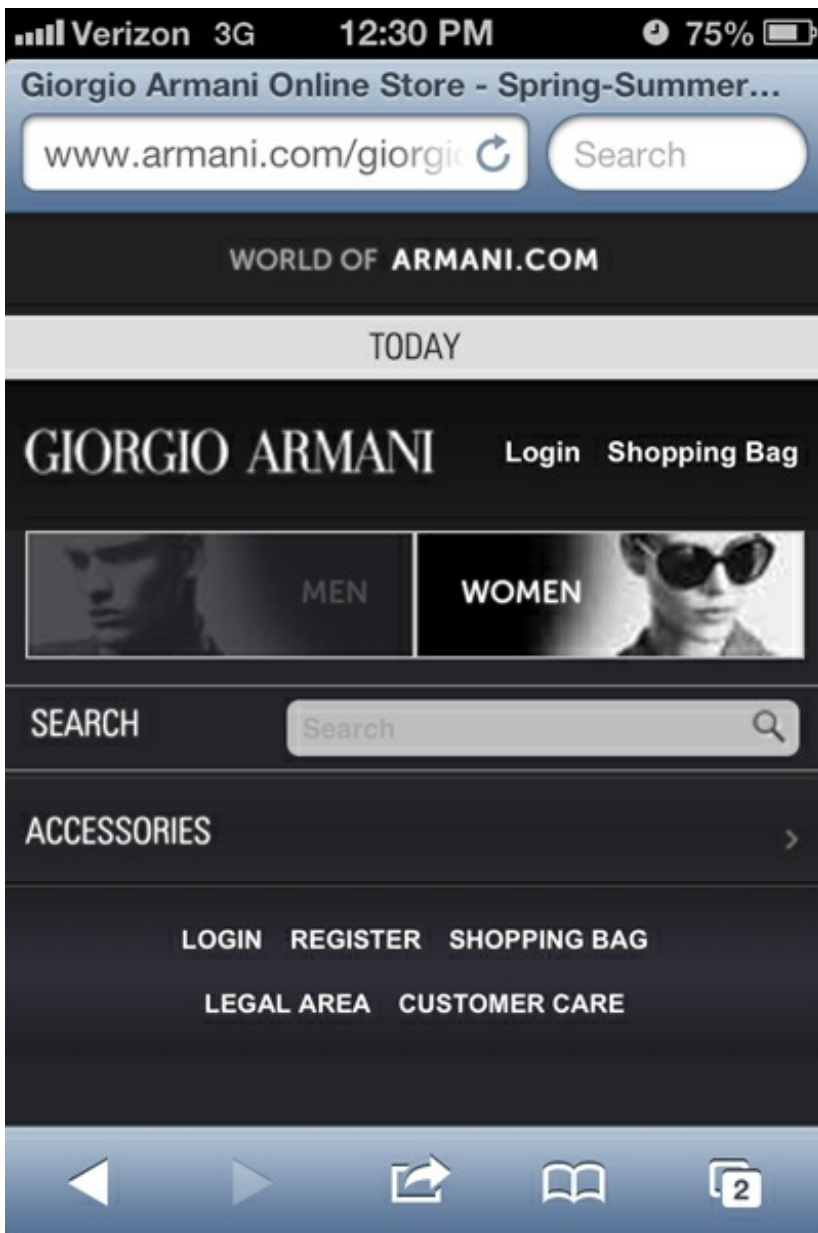
When mobile users accessed Vanity Fair's Web site Jan. 25 they were immediately greeted by a full-screen Armani ad.

The simple ad featured a female model wearing Armani apparel and a button for users to click-through that read "Shop now."



Web site takeover

A click-through on the ad brought users to Armani's mobile-optimized Web site where users could shop products for either men or women, shop accessories, view a daily offer or search for a product.



Mobile site

The offer on the top of the mobile site could help drive purchases since the offer seems limited to one day. The offer for Jan. 25 was free shipping on orders of more than \$350.

Standing out

Armani often goes out-of-the-box in its ad strategy.

For instance, the label aimed at affluent New Yorkers who were getting hyped for last season's Fashion Week while promoting a new store opening via radio and digital advertising on the music provider Spotify.

The ads linked to the Armani Web site where consumers could check out a special playlist and look at all lines including Emporio, Giorgio, Armani Collezioni and Armani Junior.

The idea of the campaign was to drive traffic to the newly-opened Emporio Armani store in New York for a live performance ([see story](#)).

Armani's mobile ad on Vanity Fair links to a page that is optimized for smartphone users. It is a takeover instead of a banner, which could make a difference when attempting to

reach consumers.

The takeover ad allows the brand to grab the reader immediately, even if it is just for a few seconds, per Ms. Lowy.

“While many consumers click straight through to the site anyway, there still is tremendous value in those few moments,” Ms. Lowy said. “It ensures that the consumer absorbs the brand’s image in a forefront state of mind and creates a more memorable ad experience.”

Yet, placing too many takeover ads could drive consumers away.

“Placing takeover ads each time a consumer clicks on a link within a site is a sure way to frustrate a user,” Ms. Lowy said.

Final take

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