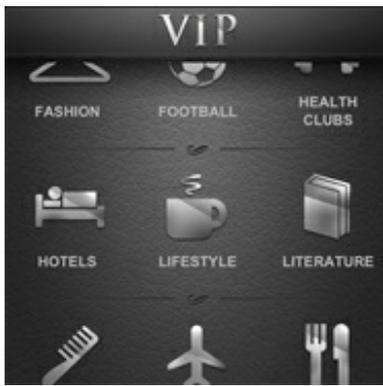


MOBILE

Top 10 luxury brand mobile campaigns of Q1

April 5, 2013



By ERIN SHEA

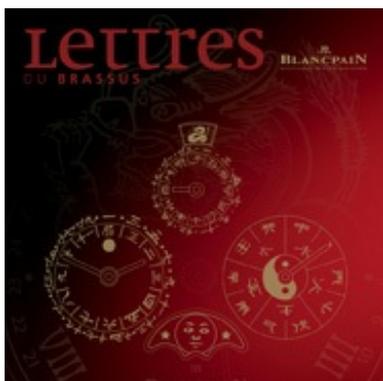
Luxury marketers made strides in mobile marketing during the first quarter of 2013 by creating new ways to capture consumer attention.

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Many marketers created new mobile applications or beefed up their existing efforts on established mobile and social platforms. The most effective mobile marketers were those that took technology to the next level to drive consumer engagement in their brands even further.

Here are the top 10 luxury brand mobile efforts of the first quarter of 2013, in alphabetical order.



Blancpain's interactive magazine - Swiss watchmaker Blancpain engaged watch enthusiasts and broadened its audience through its interactive iPad app for its lifestyle-focused magazine that launched during the first quarter.

The Blancpain Library app shows off the "Lettres du Brassus" print magazine by incorporating interactive elements to enhance the reader's experience.

The app adds interactive elements such as video and animations to Blancpain's Lettres du Brassus magazine.



BMW's i concept vehicle ads - German automaker BMW raised the bar for mobile advertising among luxury marketers in the first quarter with its campaign that comprised video content and Google Maps integration to push the i concept vehicles.

The ad showed the various i concept vehicles driving along the ad space and a Google Map of the area that the mobile user was in.

A click-through led to a Web site where users could take a virtual test drive around their city and learn more about the i concept vehicles.

The test drive allowed users to virtually try out either the i8 or the i3 through three different select courses in the user's city. Once the destination was reached, the approximate battery life of the vehicle and distance were calculated using Google Maps.



Four Seasons' Instagram efforts for Fashion Week - Four Seasons Hotel New York invited Fashion Week goers to share their footwear choices via an on-site shoe photo booth and follow the action through Instagram and Twitter.

The hotel encouraged attendees including fashion editors, bloggers, celebrities and other tastemakers to visit the property through the digital- and mobile-based effort.

Consumers who visited the Four Seasons New York during Fashion Week Feb. 7-14 were able to have a photograph taken of their footwear by the first-ever shoe photo booth.

The images were posted to the Four Seasons New York and corporate Four Seasons Twitter and Instagram accounts at @FSNewYork and @FourSeasons.

Consumers can follow the images via the hashtag #FSShoeCam.

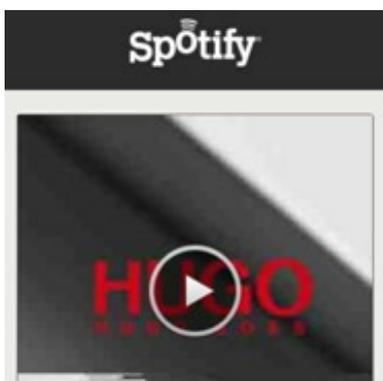


Gucci's mobile-optimized Web site - Italian fashion house Gucci quadrupled mobile revenue and experienced a 70 percent growth in mobile conversion in the first quarter of 2012 since the beta launch of its optimized Web site for iOS and Android devices.

Gucci rolled out its permanent mobile-optimized site to let consumers browse and purchase products on their smartphones. Since the beta test run in December, the fashion house saw mobile revenue increase to four times what it was during the same time last year in addition to a 70 percent increase in mobile conversion since December.

The homepage of the site showcases several collections of items. The images are stacked so that consumers can scroll up and down the page to view them.

When exploring a specific product, each page gives consumers multiple images and a detailed description. The site also contains a store locator that uses a smartphone's GPS to find nearby retail stores.



Hugo Boss live streaming via Spotify - German apparel label Hugo Boss encouraged consumers around the globe to view its Berlin Fashion Week runway show by optimizing the live stream for smartphones and tablets and presenting it via Spotify, which is a first for the digital music service.

The #Hugo Rocks Berlin fall 2013 runway stream went live Jan. 17 at 2:30 p.m. Eastern Time via digital, mobile and Spotify.

Spotify played a role in Hugo Boss' runway show push. The event was streamed live via the music service for the first time.

Also, Spotify subscribers have access to monthly "Hugo Tracks" playlists, the first of which was the #Hugo Rocks Berlin playlist. It includes tracks such as Mad About The Boy by The Radio Dept., My Dreams feat. Marie Fisker – Original Mix by Trentemøller and Hi Life – Cheeky Bold Cover by Monkey Safari.

Magellan Jets' luxury lifestyle app - Private aviation provider Magellan Jets is eyeing millionaires through a partnership with iVIP's luxury lifestyle app suite to offer exclusive benefits to high-net-worth users.

There are four levels in iVIP's app membership including iVIP Black for certified millionaires. Magellan is offering extras for consumers at each level – Black, Blue, City and Red – to raise awareness of its services to wealthy and aspirational consumers.

iVIP app users can geo-locate venues and services to receive gifts, welcome packages, room upgrades, exclusive rates, priority access and more.

Black membership is the highest level in the app suite and is reserved for high-net-worth consumers who can certify that they have assets or income of more than £1 million, or approximately \$1.5 million.

Consumers can download the iVIP Black app for \$999.99 in the App Store.

iVIP Blue and City members can get complimentary on-board catering and ground transportation.

Consumers can download the iVIP Blue app for \$149.99 in the App Store. Consumers in London, St. Petersburg and New York can download the respective iVIP City apps for \$149.99 to get special offers at handpicked venues.



Montblanc's branded iPad app - Watchmaker Montblanc pushed its 2013 collections through an iPad app in the first quarter that lets users browse layers of content on its history, innovations and watch models and offers a mobile try-on tool that is unique to the platform.

The free app was released to correspond with the watchmaker's presentation of its 2013 collection at the Salon International de la Haute Horlogerie in Geneva and the introduction of the new "Nicolas Rieussec Rising Hours" chronograph. The Timepieces

app is available in English for the iPad 2, iPad 3 and iPad mini in the App Store.

Each timepiece that is accessible in the app can be displayed using the True View feature. The tool lets users measure the width of their wrist and see the watch worn on a virtual model with the same size wrist.



Mr Porter's Style Wherever You Are

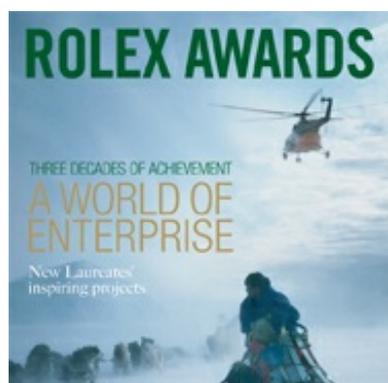
Net-A-Porter's men's destination Mr Porter enhanced its "Style Wherever You Are" campaign in the first quarter with new creative assets and an Instagram challenge.

The Style Wherever You Are campaign began in fall 2012 with images shot in metropolitan and remote areas to show the span of where Mr Porter ships. In the first quarter, the retailer introduced consumers to the spring/summer campaign with the Global Style competition on mobile image-sharing application Instagram.

Consumers were able to participate in the fashion challenge by taking self-portraits via Instagram that emulate the campaign images and showing them in their most stylish attire.

The images had to be tagged with #MrPorterGS and a hashtag that states the subject's home city to enter the contest.

Consumers were able to view and "like" images through the microsite <http://www.mrporterglobalstyle.com>.

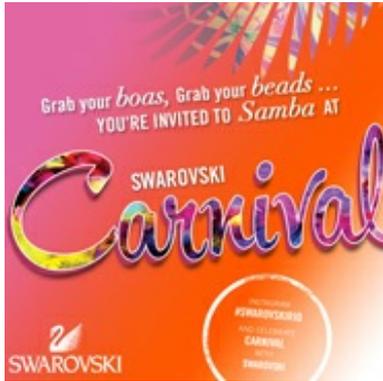


Rolex Awards magazine iPad app - Watchmaker Rolex bolstered its humanitarian awards program in the first quarter through a magazine-style app for the iPad that includes interactive media such as photography galleries and videos.

The 2012 Rolex Awards for Enterprise Magazine app is an 86-page digital magazine on which users can read about the 2012 Laureates and the accomplishments of 36 past

winners of the 36-year-old program.

Rolex chooses new and ongoing projects to support annually. Each endeavor must “deserve support for its capacity to improve lives, or protect the world’s natural and cultural heritage,” per the program.



Swarovski Tropical Paradise campaign - Precision-crystal maker Swarovski linked its in-store, digital and mobile properties through a first quarter campaign for its spring/summer Tropical Paradise collection that included a mobile app and microsite.

One part of the campaign is in-store mobile touch points that are accessible through the iOS and Android app. Meanwhile, the mobile app and microsite feature a jewelry styling guide, films and engaging monthly activities.

The Swarovski app is available for free on the App Store and Google Play.

One of the parts of the app is the augmented reality tool that consumers can access via in-store touch points on window displays and inside Swarovski boutiques.

Consumers must find the “AR” symbols when visiting Swarovski locations to access videos and styling tips. This content can be downloaded and shared via the app.

The app also features a global contest. It is available for local consumers in the United States and Britain with unique prizes that relate to local campaigns, such as the year-long Passport to Sparkle campaign in the U.S.

App users around the world can enter to win one of five statement items from the Tropical Paradise collection. The contest runs on a monthly basis.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: http://www.youtube.com/embed/iqe_8TdCQQ4